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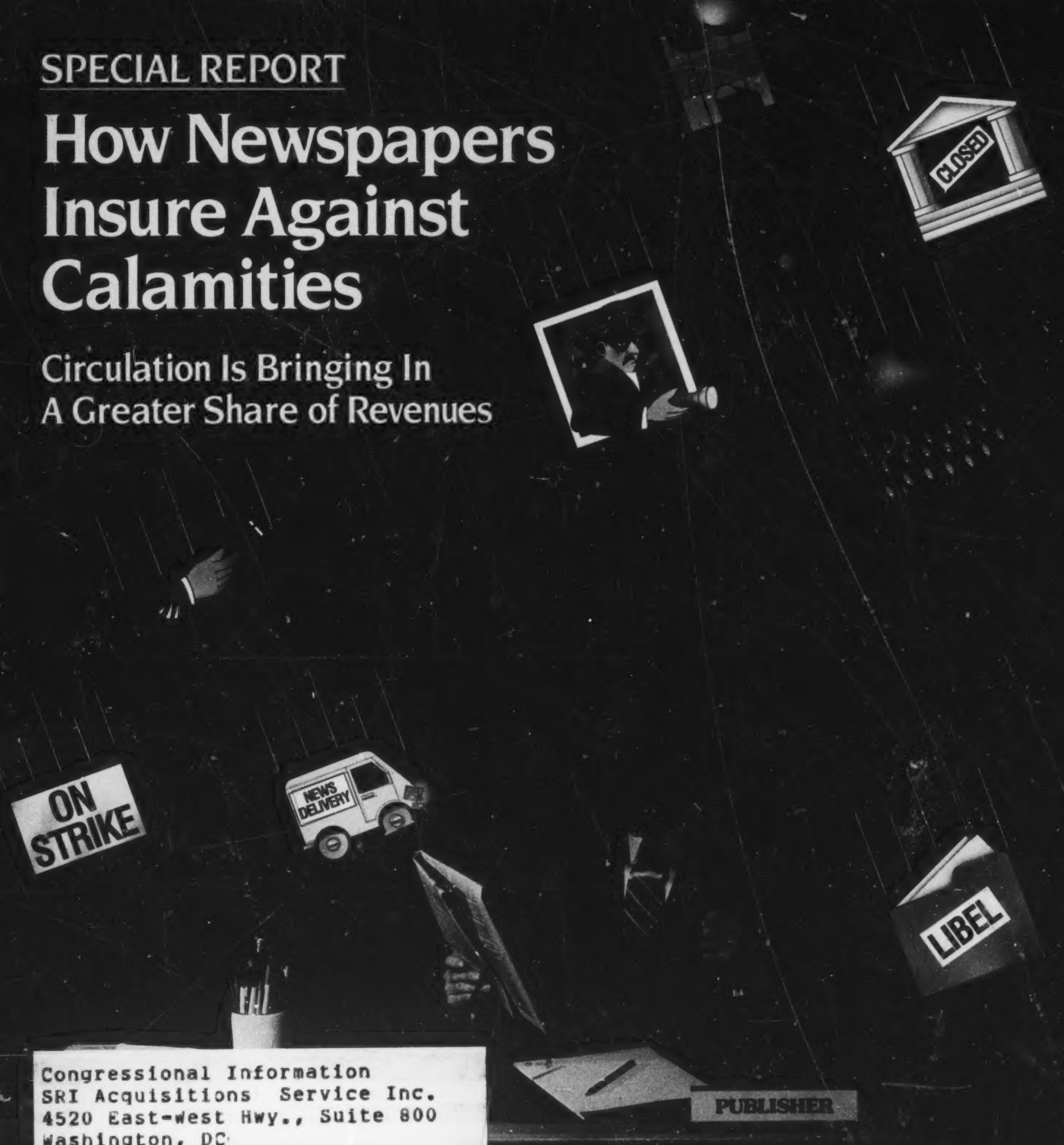
Journal of the American [illegible] Publishers Association

SPECIAL REPORT

How Newspapers Insure Against Calamities

Circulation Is Bringing In A Greater Share of Revenues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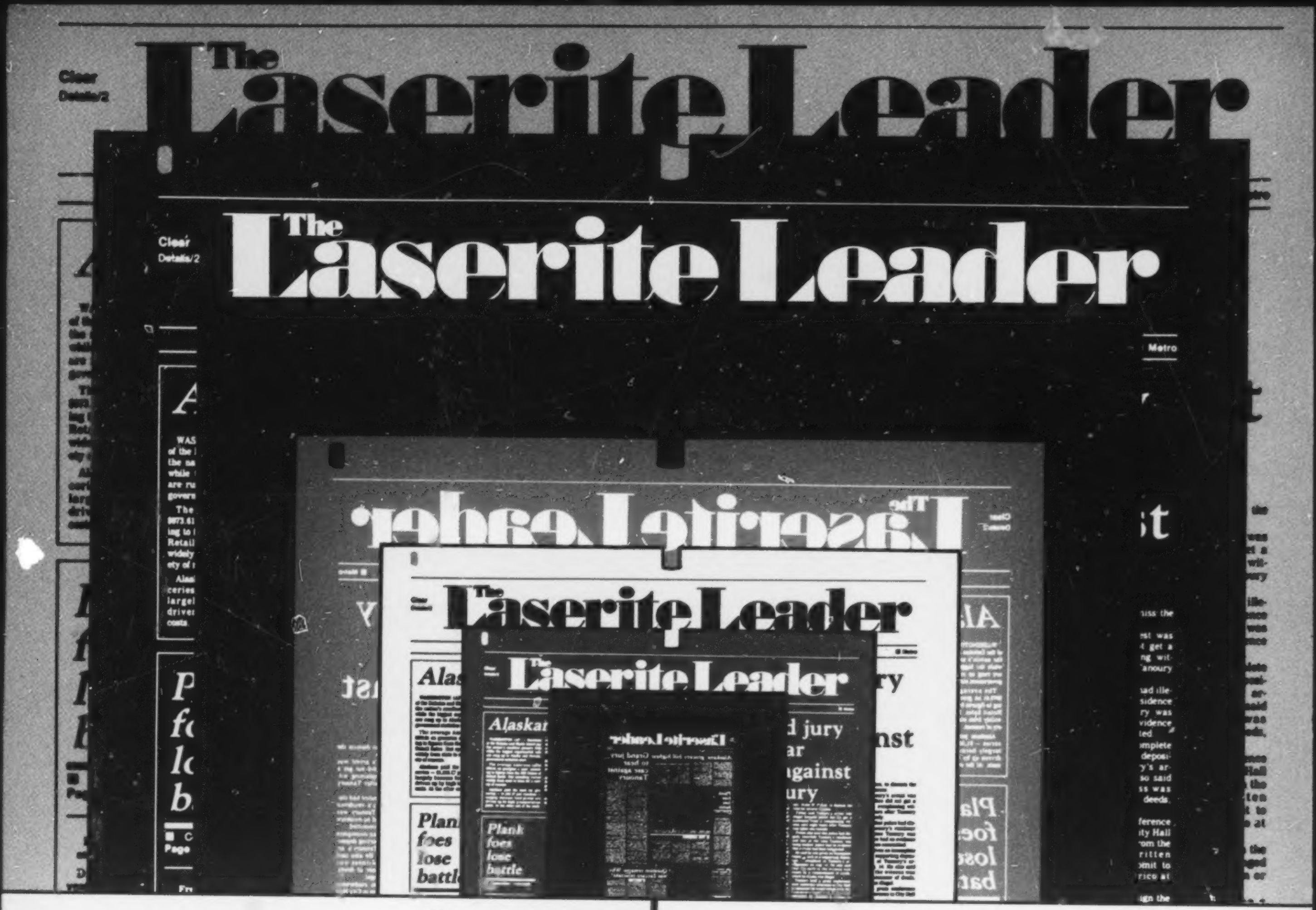

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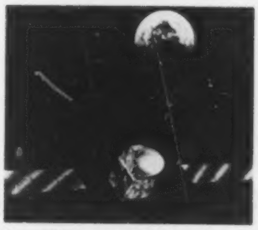

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GREAT BOOK OF JEWELS

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INDEX VOLUME 7, NUMBER 3 MARCH 1985

Special Report *Fire and flood were the first calamities against which newspapers wanted to be insured. Later it was strikes. Today, newspapers are seeking protection from all the disasters to which they are vulnerable, both those common to all businesses and those unique to the media, particularly libel suits. But the price is high and going higher, causing increased interest among newspaper executives in insurance. Here is an in-depth look at what kinds of coverage newspapers have, why some papers are shedding some policies and what it all costs.* **16**

Advertising/circulation ratios *At many newspapers, the percentage of revenue supplied by circulation is edging up.* **6**

Inserts' impact *Despite the growth of preprints, and contrary to some fears, the amount of editorial space in U.S. newspapers has grown.* **8**

Second-class service? *The delivery record for second-class mail has declined recently, but publishers can take steps to correct poor postal performance.* **12**

Meet the press *Photographers at The Oregonian in Portland are given exposure to the pressroom to develop their skills in producing color pictures.* **14**

Comparable worth *As the issue of pay equity gains increasing prominence, newspapers are examining their hiring and pay practices.* **24**

Hazard communication *A federal regulation requiring employee training in the use of hazardous chemicals will test newspapers' employee relations.* **26**

Trends in pagination *More vendors are offering more sophisticated machines to do electronic page make-up, while prices have remained the same.* **30**

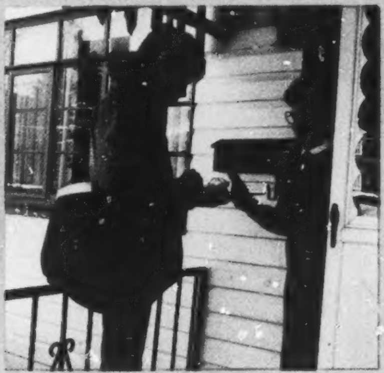
News councils *A year after the death of the National News Council, the U.S. news media continue to show little appetite for press councils.* **32**

Profile: Edward W. Estlow *His start as small-town publisher gave Scripps-Howard's president the ammunition to become a newspaper troubleshooter.* **33**

Essay: The libel binge *James K. Batten of Knight-Ridder Newspapers Inc. examines trends in libel litigation and how newspapers are reacting to them.* **34**

Movement on minorities *A newspaper-industry steering committee has been formed to help improve newspapers' minority employment record.* **67**

Insurance, p. 16
(Cover art by Wayne Vincent; cover photo by Alan Tepper.)



Circulation revenue, p. 6

Photographers in the pressroom, p. 14

Advertising	41
ANPA calendar	70
ANPA news	71
Books	61
Chairman's corner	4
Circulation	44
Education	47
Employee relations	59
Government affairs	36
News-editorial	48
News research	46
Newspaper business	67
Newsprint	62
Postal affairs	38
Speeches	64
State and local	38
Technology	54
Telecommunications	40
Training	50
Transportation	63
World press	39

CHAIRMAN'S CORNER

ANPA's annual assemblies offer learning opportunities

By now, you should have made your plans and registered for ANPA's two annual meetings. Registration forms for our Miami Beach Convention have been in your hands for several weeks; information about the June Operations Management Conference & Exposition in New Orleans is going out early this month. Because it's only two months until the Convention and three months until the Conference & Exposition, I hope you and your key colleagues already have made reservations and are planning to attend.

Each of us could be away from our offices several days every week if we were to attend every meeting that comes up in this business. And that's why our planning committees have arranged for us programs, speakers, exhibits, and nuts-and-bolts information-exchange opportunities that will make fully worthwhile the time we commit to these learning and sharing experiences at Miami Beach and New Orleans.

At the May 6 to 8 Convention, we'll receive up-to-the-minute reports on issues such as labor trends, AD/SAT, shared mail and flexography.

In addition, we will take advantage of our Florida location to focus on the important events and personalities of Latin America—an arena of both conflict and promise that I think will prove more important to our readers and our economy during the next decade than it ever has before. Leaders such as President Jose Napoleon Duarte of El Salvador and Henry Kissinger have been invited to discuss these and other issues.

Richard J. V. Johnson

And to keep the pace reasonable—in a tradition fostered in the South by SNPA—there will be diversions ranging from the early-morning "presstime Fun Run" to the evening with Henry Mancini—or both—or more. I don't think Alvah Chapman and Dick Capen have told me everything yet!

Then in June, from the 8th to the 12th, we'll have the chance in New Orleans to see exhibited and analyzed the very latest in newspaper equipment, electronics and production techniques. There will be emphasis on all sorts of ways we can enhance our printing quality, our distribution methods and our management processes to better serve our readers and our advertisers.

There is no place else in the world where we can see and touch and mull over as much technology and technique as at our annual OMCE. And I'm sure we can count on our friends from the Gulf Coast to share with us some of their entertainment, as well.

But you and your associates are the *key* ingredients in these affairs. It's ourselves we learn most from. So it is important that you come and that others from your organizations do, too. If you haven't been coming recently, ask some of us why we do attend. We don't do it just to get out to another meeting! We go because we learn; we send others because they grow professionally; we participate because this business never stands still—it's always moving, and ANPA's spring meetings enable us to grow with it.

So I hope you'll join us at this year's meetings. They will be the highlights of our Association's year. And what you see and hear there—and then apply at home—could easily turn out to be the professional highlight of your newspaper's year!

Dick Johnson

Richard J. V. Johnson
Chairman and President

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Circulation Revenue

BY BARBARA J. FRIEDMAN
presstime staff writer

After a long period when advertising accounted for an ever-increasing share of newspaper dollars, circulation is shedding its image as a lightweight source of revenue.

At many newspapers, the circulation side of the advertising/circulation ratio is gradually growing. The shift seems to reflect advertisers' heightened sensitivity to rate increases as well as publishers' belief that readers should pay more of the cost of producing and distributing newspapers.

"I would guess overall we're moving toward a higher circulation revenue percentage," says industry observer Benjamin M. Compaine of Harvard University. Many others agree.

Vance Caesar, chairman of ANPA's Readership and Circulation Task Force, predicts that by the end of the decade, single-copy prices of 50 cents daily and $1 Sunday—double last year's predominant prices—"will become the norm."

But the movement toward more agressive circulation pricing is far from universal. Newspapers in head-to-head competition are among the exceptions, and that includes Caesar's paper, the Press Telegram of Long Beach, Calif., where he is senior vice president/general manager. It is "atypical," he says, because it faces competition from four other dailies.

Circulation's percentage of newspaper revenue has bounced up and down since the turn of the century. In the 1920s, its share declined from about a third to about a quarter of newspaper revenues. In the late 1930s, advertising losses and higher newspaper prices—up to an average of 3 cents for single copies and 20 cents for weekly delivery—pushed circulation revenue back to one-third.

That industry rule of thumb of two-thirds' revenue from advertising, one-third from circulation, endured for many years, especially at smaller newspapers drawing on a more limited advertising base.

It finally gave way as inflation drastically changed newspaper economics. Although single-copy and subscription prices rose repeatedly in the inflation-scarred 1970s against a backdrop of declining, then flat, U.S. daily circulation, they did not keep pace with advertising revenues.

Advertising revenues accelerated rapidly, leaving circulation by the decade's end with only about a one-fifth share in the industry-wide advertising/circulation ratio.

Then circulation began staging a comeback. Its share of the average advertising/circulation ratio grew yearly—going from 20.1 percent in 1979 to 21.8 percent in 1983 (the last year for which figures are available), according to an average for about 350 newspapers participating in the Inland Daily Press Association's annual Cost and Revenue Study.

The comeback reflects a steady stream of circulation price increases. As recently as 1974, the most common price of U.S. and Canadian newspapers was a dime weekdays and a quarter on Sunday. It's now a quarter daily and a half-dollar on Sunday. (See story, p. 44.)

"At 25 cents, we compare exceptionally favorably with such products as a soft drink, a candy bar, a telephone call," says Tom Johnson, publisher and chief executive officer of the Los Angeles Times and president of the Newspaper Advertising Bureau. "We are underpriced compared with our value, the excellence of our delivery system and with virtually every other product on the market today."

With that view gaining currency, and perhaps spurred by some noteworthy examples—such as the Wall Street Journal's hike to 50-cents-a-copy—a more aggressive circulation pricing philosophy seems to be forming. This despite traditional concern about at least the initial loss of sales that follows many such increases and a more recent concern with competition from free-distribution papers.

Reasons for shift. Christine D. Urban, president of the marketing firm Urban & Associates Inc., is another newspaper observer who predicts that readers in the late 1980s will account for a still-bigger portion of newspaper dollars.

How this projected trend applies to a given situation will depend, she says, on the extent of improvements in a newspaper and its strategies, such as total-market-coverage programs, to attract advertisers. Urban also says her projection does not apply to markets with more than one newspaper regularly covering local news.

Like Harvard's Compaine, her logic also considers downward pressure on preprint ad rates because of competition from direct mail and readers' perception that newspapers are a good buy without easy substitutes.

Urban suggests that at many newspapers, higher prices will not drive away proportionately more paying readers. "If you're talking about taking the paper up a nickel versus a dime, what I'm saying is the dime is not going to hurt you twice as much as the nickel."

Caesar also sees movement toward circulation as a higher percentage of industry revenues because "We can increase circulation rates faster than we can advertising rates."

He cites several reasons:

- Pressure from competitors like direct mailers will militate against sizable increases in advertising rates.
- Readers in many areas have only one

A steady stream of price increases is helping circulation revenue make a perceptible comeback as a share of advertising/circulation revenue ratio. Some experts see the trend continuing through the rest of the '80s.

local newspaper available, allowing the paper to charge what the market will bear.

- Publishers are aiming more at pleasing selected groups of readers and less at producing massive circulation figures. Spruced up and full of special sections, newspapers expect to command higher prices.

An industry analyst, Bruce Thorpe, reports he has "heard enough rumblings" at companies to expect this year "more aggressive (circulation) prices than we've seen in a number of years."

Thorpe, of the brokerage firm Lynch, Ryan & Jones in Washington, D.C., suggests two reasons why this is so: a strong U.S. economy and a shift in publishers' perceptions of newspapers' public appeal. Three years ago, he says, "a real fear" of an electronic substitute for newspapers was holding back price increases. That fear has evaporated, he says.

Charles Wilson, Observer-Reporter, Washington, Pa.

Subscriptions account for 80 percent of circulation revenue.

Pricing strategies. Still, ideas vary broadly about how newspapers should be priced and how large a share circulation should contribute to total revenues.

By design, some papers keep circulation prices low. They focus on increasing penetration and rely on advertising to do nearly all the work of bringing in money. Others spread the load more evenly. The mixes are as diverse as the local markets that support newspapers.

William J. Keating, Gannett Co. senior vice president and president of its Newspaper Division, says 31 of the company's 85 dailies raised single-copy prices from 25 to 35 cents in the last two years. He says "a few more" will follow in 1985. Newspaper readers, he says, are less sensitive to price increases than five to 10 years ago.

But he does not see Gannett moving far from a ratio where circulation supplies about 25 percent. That, for Keating, is the industry rule of thumb, and he does not expect it to budge soon more than 1 or 2 percent. Possibly, circulation's share might reach 30 percent, he says, but "it hasn't happened at Gannett."

The range of pricing strategies among newspapers is illustrated by the experience at four other newspapers contacted by presstime, where the recent contribution of circulation revenue ranged from 11 percent to an estimated 25 to 30 percent. Only one of the four has seen circulation's share increase in the last year. That was in Madison, Wis., where the two daily newspapers are under common ownership.

The pace of circulation revenue growth of Madison Newspapers Inc. has accelerated for five to 10 years but has slowed in recent years, says General Manager Phil Blake.

The company owns the Wisconsin State Journal and Capital Times, which raised single-copy prices from 30 cents to 35 cents last June, the second nickel increase in about three years. The Sunday edition of the Wisconsin State Journal sells for $1 compared with 50 cents 10 years ago.

Circulation now provides 25 to 30 percent of the company's newspaper revenues, Blake says, partly because of sharply rising sales of Sunday papers even at $1 a copy. "Look at the amount of information in a Sunday newspaper relative to (news) magazines. It's a bargain." (The cover prices of Time and Newsweek are $1.95 and $1.75, respectively.)

Blake reports that in Madison, resistance by advertisers to ad-rate increases has not been a factor in the decision to turn to readers for more revenue.

In Washington, Pa., where the Observer-Reporter also enjoys non-competitive local status, circulation prices have risen in 5-cent increments over the past dozen years, going from a nickel to a quarter.

The last two increases in single-copy prices occurred in 1979 and 1983. Following the 1979 increase, circulation's share reached a recent peak of 28.5 percent. By last year, as advertising revenues increased because of a TMC program, zoned editions and other factors, the percentage dropped to 25 percent.

Unlike many people in the business, the company's vice president and treasurer, Edward R. DeVoge, would like to see his paper's circulation's share shrink even more. DeVoge, who is also president of the International Newspaper Financial Executives, describes his paper's 1984 revenue experience as "movement in the proper direction of advertising picking up a bigger share."

In contrast to the Madison and Washington newspapers, those in Long Beach and St. Petersburg face newspaper competition. Circulation prices there have not risen as fast as in many other locations.

The competition in Long Beach helps put out of reach for the Press-Telegram the higher circulation share Caesar projects for the newspaper business generally.

Circulation is accounting for about 20 percent of the advertising/circulation revenue at the Press-Telegram. Caesar says the 25-cent price for single copies—which are 30 percent of papers sold—has held since about 1980, while subscription rates have risen in four of the last five years.

Advertising revenue growth, buoyed by rate increases of about 4 percent in 1984 and about 5 percent already this year, has kept pace with circulation revenue growth.

In St. Petersburg, the Times and the Evening Independent have raised circulation prices only once the past five years. And John H. O'Hearn, executive vice president and general manager, says he hopes to boost them "as infrequently as possible."

In contrast to its stand-fast approach to circulation prices, the St. Petersburg dailies raised ad rates in each of the last 10 years after no increases in the early 1970s. O'Hearn says ad rates have climbed as much as 15 percent in a year, "perhaps even more than that," and a minimum of 3 or 4 percent.

The combined pricing picture—relatively stable circulation prices and increasing advertising rates—has caused circulation to dwindle as a percentage of Times Co. newspaper revenues. Since 1979, he reports, it has dropped from about 16 to 11 percent of the total.

"We will take a little less in circulation revenue provided we can give the advertiser (the penetration) he needs and wants," O'Hearn says. ☐

PREPRINTS' EFFECTS STUDIED

Both news and advertising expand as the newspaper gets fatter

BY LEO BOGART

Competition from shared mail is at the center of attention for newspaper managements, and with good reason. Economical postage rates have posed a direct competitive threat to newspaper inserts, which draw 14 percent of all advertiser expenditures in newspapers and account for 7 percent of newspaper advertising revenues.

The distinction between what advertisers spend and what newspapers take in is critical, for more than half of the total spending is for paper, production and shipment charges, and less than half goes to newspapers to cover distribution costs. The need to remain competitive with the mailers has forced newspapers to look more closely at the economics of handling preprinted advertising, and at the proper allocation of general operational and editorial expenses in setting insert rates relative to those for ROP ads.

The rise of preprinted inserts reflects the growth of chains in every branch of the retail business and the centralization of merchandising and promotion activities at chain headquarters. The movement of run-of-paper advertising into inserts is apparent not only among retailers but also in the case of national grocery-products advertising. Like retail ads, national food ads with coupons add substantial value to the newspaper for its readers. Thus the switch to inserts has changed the nature of the newspaper's basic information mix and altered its appearance.

Editors have been concerned about the effects on the newshole. Circulation and production executives have faced new problems in the mailroom and with the carrier force in assembling and distributing a heavier and more complex package. And the advertising department has had to worry about competition based on a straightforward cost per thousand, without regard to the subtler values that newspaper ads borrow from their surrounding editorial environment.

We can appraise the effects of inserts realistically by examining the changes in the sheer number of pages distributed by newspapers in the last half-dozen years. (The last year for which data are available is 1983.) For this purpose, inserts—regardless of their actual size and shape—have been converted into standard broadsheet pages. Our analysis covers 164 U.S. daily newspapers (counting a.m. and p.m. combinations individually) with a weekday circulation of 100,000 and over. These papers account for 56 percent of total circulation, for 70 percent of total advertising, and for 84 percent of national advertising.

Contrary to fears, the number of editorial pages grew on weekdays and Sundays.

Leo Bogart

The analysis is based on Media Records figures, supplemented by reports from newspaper groups and associations, and from responses to the Newspaper Advertising Bureau's annual survey of advertising volume and rate practices.

During the six years 1977-1983, daily circulation remained stagnant, while Sunday circulation increased by 8 percent. Reflecting the chicken-egg relationship of circulation and advertising, the bulk of the Sunday paper grew at a faster rate than that of the daily paper during this period.

Of all the pages newspapers carry, 37 percent appear in the Sunday editions. Including inserts, a typical metropolitan Sunday paper today carries 265 pages (50 percent more than six years ago); a typical daily, 76 (up by one-third). Advertising of all kinds, including preprints and house ads, grew at a slightly faster rate than the paper's total bulk on Sundays, and at a slightly lesser rate on weekdays.

Inserts represent the newspaper's fastest growing component. Between 1977 and 1983, the number of preprint ad pages grew by 147 percent on Sundays and by 111 percent on weekdays; ROP advertis-

NEWSPAPER CONTENT

	Weekday		Sunday	
	1977	1983	1977	1983
All Advertising	61.9%	60.5%	66.6%	68.0%
ROP				
Display	32.3	23.7	36.7	30.6
Classified	18.5	19.2	17.9	17.7
House Ads	2.1	3.1	1.5	2.1
Preprint	11.1	17.6	12.0	19.7
Editorial	36.0	36.4	31.9	29.9
	100.0%	100.0%	100.0%	100.0%
(Total pages)	(56.9)	(75.5)	(177.0)	(265.0)

Sources: Media Records, newspaper groups and associations, NAB

Bogart is executive vice president and general manager of the Newspaper Advertising Bureau.

ing grew by 32 percent and 12 percent, respectively. Today, inserts account for 20 percent of the page volume of the typical metropolitan Sunday paper and for 18 percent of weekday volume.

Contrary to some fears, the number of pages of editorial matter grew by 34 percent on weekdays and by 40 percent on Sundays in this period, which coincided with the Newspaper Readership Project and a substantial amount of editorial ferment and innovation.

As a percentage of total pages, the newshole held steady at 36 percent on weekdays and went from 32 to 30 percent in the greatly expanded Sunday paper. However, if we forget about inserts and consider just the basic ROP product, the Sunday newshole rose from 36 percent to 37 percent and the weekday newshole went from 41 percent to 44 percent. The reader is today receiving a larger and more comprehensive news product than ever, along with more ads.

Has insert volume come out of ROP? Since 1977, total ROP advertising is up by 12 percent on weekdays and by 32 percent on Sundays, so it is easy to say that newspapers would be growing respectably even if all their insert business disappeared. That would be a misleading inference.

ROP advertising has been saved by the growth of classified, up by a hefty 38 percent on weekdays and by 48 percent on Sundays. Display grew by 25 percent on Sundays, but this category actually declined by 3 percent on weekdays.

It is true that new ROP advertisers have emerged, like computer stores and video rental shops. Moreover, newspaper zoned editions have been able to attract some small businesses that would never before have advertised full run.

But the rise of such new advertising categories does not really compensate for the shift of major retail and national food advertisers into inserts. While classified today represents a unique preserve for newspaper ROP, in the future it will not be invulnerable from new forms of competition, both print and electronic.

The newspaper's traditional mix of news and ROP advertising seems well worth preserving. Newspapers will hold on to their ROP display advertisers, or win them back, by:

- Enhancing their color capabilities to a quality comparable to that of preprints
- Building subscriber/non-subscriber information files that facilitate the distribution of Total Market Coverage products, and
- Rebuilding circulation penetration to the levels that mass advertisers deem essential. □

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2ND-CLASS DELIVERY

When they speak candidly, postal officials acknowledge that delivery is deteriorating, but publishers can address the problem

BY TONDA F. RUSH

In an age when a newspaper can be satellite-beamed from Washington, D.C. to Lawrence, Kan., in minutes and a shared-mail package appears to get overnight delivery, newspaper publishers are left to wonder: Why does it take a week for a daily newspaper to go by second-class from Missouri to Florida?

When the U.S. Postal Service is queried, answers range from a newspaper's sorting problems to a postal contractor's dumping bags of mail at the wrong mail facility. But in recent months, candid postal officials give this response: Delivery has deteriorated. What's more, it is likely to get worse before it gets better.

ANPA surveys indicate that between 6 and 10 percent of U.S. daily newspaper circulation is mailed. A much larger percentage of weeklies is delivered by postal workers.

Regardless of proportion, late deliveries in otherwise reliable distribution systems are the proverbial pea under the mattress.

When subscribers and advertisers start to complain, postal officials often hear the noise first. With work by both publisher and post office, individual problems may be corrected.

Even so, large national users of second-class mail report that in the past eight months, on-time deliveries have dropped as many as 10 percentage points in some regions and have generally declined nationally.

After numerous complaints from a Helena, Mont., subscriber whose New York Times suddenly began to show up late, Circulation Director Frank Innelli asked USPS for help. When a USPS official called for details, Innelli scanned his distribution lists and found that the subscriber had canceled.

While distant newspaper delivery by mail has always been nettlesome, the recent deterioration in national service has been unusually bad. Postal officials say they hope to correct the problems before local delivery suffers as well, but goals and deadlines for improvement, if set, remain a postal secret.

There are a number of reasons for the snarls of late—none the fault or responsibility of publishers who seem to have borne a considerable share of the result.

- Postal volumes have grown dramatically, from 106 billion pieces in 1980 to 131 billion pieces last year. The largest growing class of mail, bulk business mail, or BBM, is responsible for much of the increase. The postal system is scrambling to absorb the new work, but some postal policy people, like Board of Governors Chairman John R. McKean, have begun to voice concern over whether the surge of bargain-priced mail is having a deleterious effect on the postal system.
- As a direct result of BBM growth, USPS announced in February 1984 that all *regular* second-class mail, mostly monthly magazines would be moved out of the bulk-mail-center system and into the surface-mail *preferential* network in which time-valued newspapers had moved.

Many mailers doubted whether general post offices, most of which had loading docks and work rooms built in less-harried times, could take the new volume. To complicate matters, many magazine publishers waited until just before the Jan. 1, 1985, implementation deadline to switch over to the so-called "pref" network. The Postal Service, which had allowed a nine-month transition period, had to adjust to what turned out to be an abrupt change.

- In an effort to cut down on overtime, USPS tries to economize on weekend staffing, leaving some facilities short of personnel at a time when a great deal of second-class mail—especially news magazines—comes in for processing. Backlogs can result in delays for newspapers as workers struggle to catch up.

As if all of these difficulties weren't enough, the new postal rates, which took effect Feb. 17, will create a new swelling of

Rush, ANPA counsel/government affairs, handles second-class postal matters for ANPA.

postal problems.

The old second-class rates, based upon weight and distance, encouraged publishers to hire non-postal transportation firms to deliver to distant post offices where mail could be entered more cheaply. A pound of newspapers that would cost 17.1 cents to be mailed to the next county would cost 38.3 cents if mailed across the country, a 21.2-cent differential.

The new rates narrow the differential to 13.1 cents. A pound of newspapers that costs 15.8 cents to be mailed to the next county costs 28.9 cents to send across the country. Result? Publishers are firing their own contractors and hiring the post office to do their hauling.

Postal management appears to be unaware of the likely result. Publishers are being encouraged to continue to "drop ship," but many report that it is no longer economical to keep open 30 to 60 entry points. Magazines, meanwhile, will begin to fill postal trucks and, likewise, the "pref" network. The impact on time-valued newspapers could be felt immediately.

What can a publisher do about the problem before his own "pref" network gets swollen with complaints? Here are five suggestions:

1. Know where your mail goes after it leaves your hands. Get acquainted with sectional center managers, the mail processing heads, and the nearest USPS transportation management office. If your mail is being delayed because it is on the front of a truck instead of the tail when unloading time comes, the transportation management office will know. You may not find out unless you ask.

2. Sort all of your mail to the finest point possible, even if you don't qualify for a discount in doing it. Try for sorting by carrier whenever possible—even by the individual carrier's walk-sequence if you have the resources. Local postal personnel will help you obtain the data you need.

3. If your out-of-state mailing list is labeled and assembled according to state labeling lists, you may want to ask local USPS transportation managers if sorting to the more complex, optional, state-distribution-center list would help. Such action requires your circulation department to keep up with changing ZIP codes, among other tasks, but it has been reported to aid delivery in some cases.

4. Remember the squeaky wheel. Document complaints. Register them loud and long not only to local postmasters but also to regional postal staffs and USPS headquarters in Washington, D.C. Insist upon corrections, and let your subscribers know where the problem lies and what is being done about it.

5. When complaints don't get results, notify ANPA. Data from members help to prove the need for systematic corrections. If local postal officials can't correct problems, national ones may be able to. Let us add ANPA's voice to yours. ☐

Budget ax may fall on subsidies

President Reagan's proposal to eliminate all budget subsidies for preferred mail could have a major adverse impact on newspapers, experts say. W. Terry Maguire, ANPA vice president and general counsel, said the proposal would affect newspapers mainly in two ways:

- It immediately would move all in-county, second-class rates to the final level in the 16-step phasing plan adopted as part of the Postal Reorganization Act in 1970. The phasing schedule was designed to permit a gradual end to the subsidy for direct costs of preferred mail such as in-county newspapers. Rates currently are at annual step 14.
- It would eliminate another subsidy built into the law for overhead costs of preferred mail.

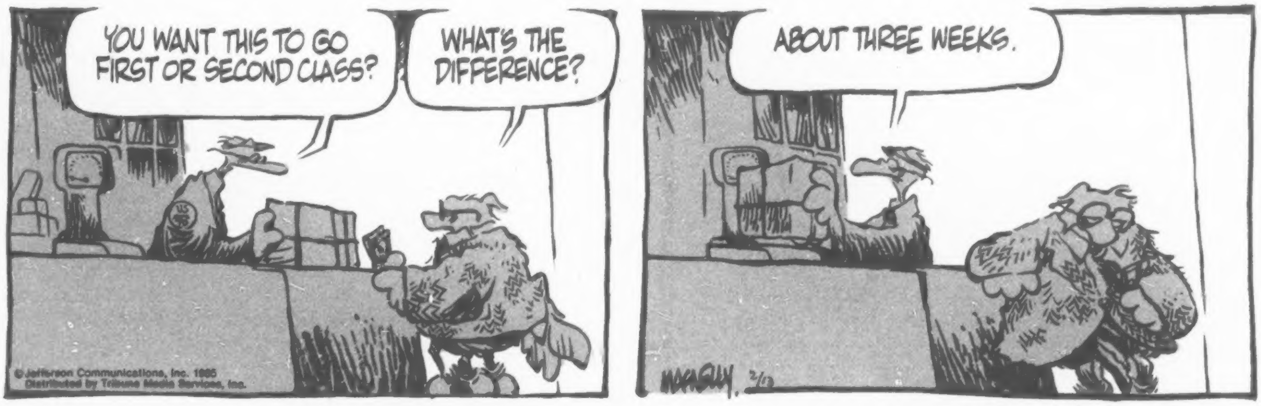
Moreover, Reagan has recommended retaining subsidies for non-profit, bulk third-class mail. Maguire said that all other mailers would foot the bill for that subsidy.

Maguire said at a Feb. 13 meeting of the ANPA Postal Committee in Washington, D.C., that Reagan's proposal overall is "the most radical proposal we've seen in the last 14 years." He tempered his remarks by noting that Reagan previously has proposed cutting postal subsidies and that Congress has always disagreed. Compromises have resulted.

However, Committee Chairman W. Gilbert Faulk Jr. of Dow Jones & Co. noted that Congress—under pressure to curb federal deficits—may take more heed of administration requests this year.

'Shoe'

By Jeff MacNelly


YOU WANT THIS TO GO FIRST OR SECOND CLASS?
WHAT'S THE DIFFERENCE?
ABOUT THREE WEEKS.
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MacNelly 2/13

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BETTER COLOR IS THE GOAL

Photographers focus on the back shop

HANDS ON

BY PAUL KRUGLINSKI
presstime technical writer

"Hands on" training is based on the belief that involving people directly in the graphic arts process gives them a better perspective on the capabilities of production equipment.

The Oregonian of Portland has taken the hands-on training concept to another level: bringing photographers into the pressroom to show what can or cannot be done in production to create quality process-color news photos.

The program, believed to be the first of its kind, grew out of the newspaper's decision 18 months ago to run more color.

C. David Rambo

Photographers' pressroom training can improve color-photo quality.

According to James J. Rogers, director of production, supervisors from various departments met regularly to develop guidelines for improving color quality throughout the paper. Some noted that most photographer complaints about reproduction of their color shots reflected naiveté about the production process.

"It was decided that it would be a good idea for the photographers to work on the press," Rogers says. "The idea was to have them work on their own pictures."

The initial training involved about half the paper's 20 photographers working on advanced sections of the paper containing photos they shot. The newspaper is planning to send the rest of the staff through the daylong program, and photographers hired in the future also may get the training.

The first group got an introduction into every step of the production process, from making direct-screen separations to adjusting the computer-set ink densities on the paper's Goss Metro offset press.

"There were things the photographers were able to see that they weren't aware of before. And I think our editorial color has improved significantly," Rogers says.

For example, the photographers learned firsthand of the limitations of color correction once separations are produced, plated and put on the press.

"After the press was up and running, the photographers were allowed to turn colors up and down to see what happens," Rogers explains. "They found out there was very little adjusting that could be done with color inks to compensate for a problem without altering something else in the picture."

The program also got kudos from the photography staff.

"It saves a lot of griping," observes Chief Photographer Jim Vincent. "The photographers gained insight into other people's problems."

Vincent notes that much finger-pointing goes on when color pictures don't reproduce well. In addition, he points out that while photojournalism curricula may teach camera buffs how to take and print a good shot, most don't provide the graphic-arts dimension at the heart of the reproduction process.

"Even with a black-and-white photograph," he says, "what prints well on (photographic) paper doesn't necessarily print well on newsprint."

Since the program was instituted, the photographers have switched color films from Kodak Ektachrome to Fuji on half the shots to adjust for undersirable background hues. And in part because of the photographers' urging, the paper began daily use of high-quality color inks that had been set aside for special sections.

Vincent also says his staffers "tend to lean toward underexposing now. They learned they can't overexpose" and expect good-quality color reproduction. They also take more pains in choosing backgrounds and scenes.

Vincent's counterparts at other newspapers around the country say they are intrigued by the Portland example.

"Being aware of other people's problems and limitations is a path to glory" in running process color, says C. Thomas Hardin, director of photography for The Courier-Journal and The Louisville (Ky.) Times, who is also president of the National Press Photographers Association.

"As far as photographers' going to the pressroom (is concerned), I would applaud it," says George E. Sweers, director of news illustration for the St. Petersburg Times and Evening Independent. "Photographers need to understand that slides that project like a million dollars may not print well."

Warren Skipper, quality assurance coordinator for The Orlando Sentinel, puts it this way: "We can't change the way the press operates, so the photographers have to change what they're doing. And there's nowhere in the country where photographers are being taught how to shoot pictures for newspapers."

ANPA trainers also praise the concept, and they are studying the possibility of adapting it for the Association's hands-on technical training program in Reston.

According to Arthur M. Boudreau, manager/technical training, one proposal being studied is a seminar in which newspaper photographers would go through the step-by-step process of converting a color shot into a printed halftone.

"The photographers could take shots under a variety of controlled conditions and see how the pictures would ultimately reproduce," says Boudreau. "Because everything would be done here at The Newspaper Center, in a laboratory setting, they would receive immediate feedback on the fruits of their labors." ☐

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Crime Report

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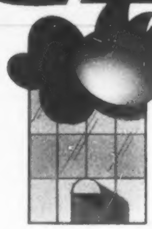


The cost of protecting a newspaper from disaster is on the rise as casualty firms respond to losses. Meanwhile, there is new interest in an unavoidable business expense.

BY CLARK NEWSOM
presstime staff writer

The pressroom can be damaged in a fire. A strike can bring publication to a halt. Newsprint can be damaged in shipment. A delivery vehicle can skid into a tree. The newsroom can be hit with a multi-million-dollar libel judgment. The advertising department can lose advertising when floodwaters inundate a supermarket. The editor can be kidnapped.

For these and many other potential calamities, newspapers buy business insurance.

Although the need for such protection is not often thought of as a substantial cost of publishing newspapers, insurance costs are considerable, and they are escalating at a tremendous rate, led by skyrocketing libel premiums.

In some instances, business-insurance costs approach 1 percent of a newspaper's total expenses—and that doesn't include coverage for employees as individuals, such as health, life and disability insurance, and workers' compensation. Adding in those costs can bring the insurance figure to 5 percent or more of a newspaper's budget—or about as much as might be spent on postage, telephone service, utilities, ink and plant maintenance combined. (See story, p. 22.)

Under normal market conditions, an independently owned, 50,000-circulation daily would expect to pay about $55,000 in general casualty premiums this year, according to an estimate by John J. Crout, a partner in the Union, N.J., insurance consulting firm Blades & Macaulay. This includes insurance for business interruption and general liability but not workers' compensation, health care or specialized casualty policies covering libel cases and strikes.

"But under present market conditions," Crout says, "the volatility of the marketplace is such that the general casualty-insurance premiums could be $65,000, $75,000 or $85,000 instead of $55,000. This is nothing more than the cyclical swing associated with the marketplace. They'll see when they get their renewals."

Workers' compensation can add from $25,000 to $60,000 to insurance premiums, depending upon the state involved. Strike insurance would cost about $18,000, and libel insurance might be another $7,000, according to Crout and other sources.

Newspapers under group ownership are not comparable to the example of the 50,000-circulation independent paper because insurance is bought as one entity, notes Gannett Co. Vice President and Treasurer Jimmy L. Thomas. Also, he says, the groups can handle larger deductibles, and there is less administrative expense for the insurer to service one account.

But for newspapers of all sizes and forms of ownership, insurance is a subject of heightened interest because of the rising costs as well as changing circumstances:

- On the real and property insurance side, the increases in premiums will average 20 to 25 percent this year, according to insurance specialists. Coverage above primary insurance—known as "umbrella excess"—costs two to three times as much as it did only last year.
- Libel insurance premiums are increasing as much as 200 percent this year. Its emergence as a hot topic for newspaper publishers prompted the ANPA Convention Arrangements Committee to schedule a segment on it during the last day of the May 6-8 Convention in Miami Beach.
- Some newspapers are dropping strike insurance coverage because of the relative labor peace that has existed in the industry in recent years.
- The use of First Amendment insurance is expanding from the newsroom to newsracks.
- Self-insurance is being examined as an alternative to standard coverage in some areas of newspaper operations.

Why are insurance costs suddenly soaring?

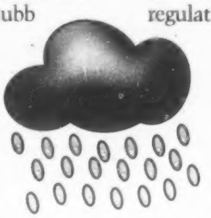
H. Michael Tyson, vice president/administration for the Houston Chronicle, says it's because a price war in commercial insurance that had been going on for a number of years ended last summer.

"Poor underwriting experience and declining interest rates" that lowered insurance companies' investment income brought the price war to a halt, he explains. Casualty companies have "tightened up" and are charging higher premiums, says Tyson, who is chairman of the International Newspaper Financial Executives' Insurance and Benefits Committee.

Sean Mooney, economist for the New York City-based Insurance Information Institute, notes that the casualty insurance industry had its worst year ever in 1984, suffering an estimated pre-tax operating loss of $3.55 billion. Put another way, for every $1 collected in premiums by the industry, it paid out $1.18 in claims and expenses. In contrast, the industry earned $6 billion in 1983.

John Cook, a spokesman for the Washington, D.C.-based American Insurance Association, says the casualty business runs in historical cycles. "It's not an annual cycle—it could be a 10-year cycle," he says. "There are loss years when the companies increase premiums until they get in the black, however long that may take."

"The industry, generally speaking, has contracted," observes Thomas R. Cornwell, assistant vice president of the Chubb Group of Insurance Companies.



Charles E. Rizzo, corporate risk manager of Cincinnati-based Scripps-Howard, reports that his company's casualty insurance program was recently placed with CNA Insurance Cos. "Our change of insurance carrier was primarily due to the fact that our previous carrier withdrew from writing insurance on national accounts," he says.

Edward F. O'Donnell, insurance accountant for The Providence Journal Co., says that for newspapers, it boils down to this: "We've gone from a buyer's market to a seller's market."

History. The insurance industry in the United States as a whole, including all types from life to libel, has grown to a $904-billion industry in total assets since 1752 when Benjamin Franklin—also a publishing pioneer—established the first successful U.S. insurance company.

Fire insurance was the primary concern of newspapers in the old days. Also, because many newspaper plants were located on rivers, flood insurance was standard.

Strike insurance was available in the 1920s from U.S. casualty companies that had reinsurance agreements with Lloyd's of London's underwriting members. Reinsurance is the assumption of all or part of a risk undertaken by another party.

This form of strike insurance ceased to exist in the early 1930s with the advent of the Great Depression and the attendant labor unrest. By the mid-'30s, however, newspapers became concerned about the lack of strike insurance. That interest was aroused by a number of events, such as the founding of the American Newspaper Guild (now The Newspaper Guild) in 1933, the increasing belligerency of the International Typographical Union, and passage of legislation in 1935 that created the forerunner of the National Labor Relations Board and guaranteed employees the right to bargain collectively.

Before the end of the decade, a group of publishers had begun to explore the possibility of creating a newspaper strike fund. In 1939, an independent newspaper strike insurance committee was formed to serve as a liaison between ANPA-member newspapers and the underwriters in London that wrote strike insurance. Strike insurance provided by the fund was first offered newspapers for the plan year 1939-40 and 93 papers signed up. Lloyd's carried 50 percent of the reinsurance, and the other 50 percent was spread among insurance companies in the United States and England.

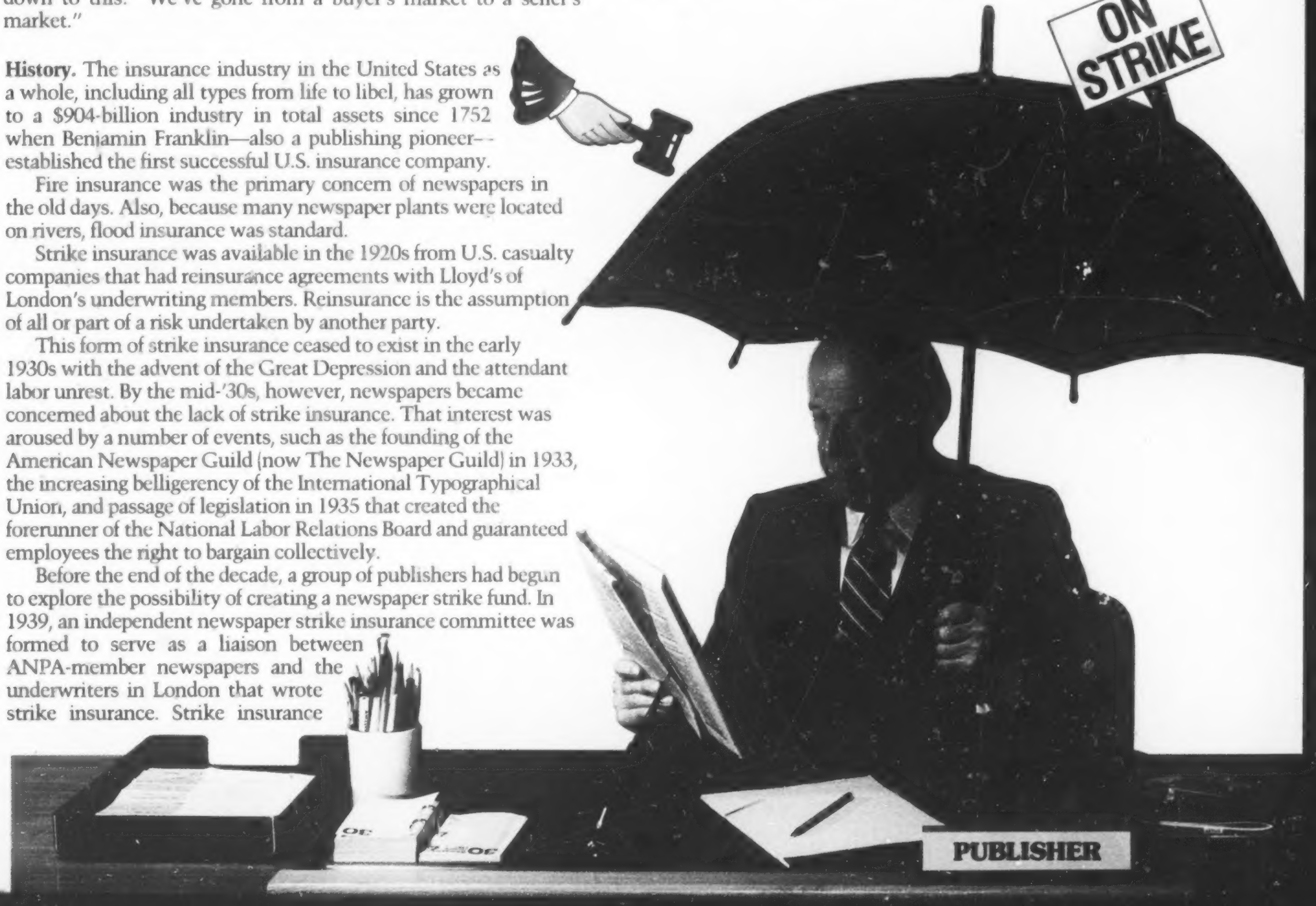
The old strike insurance committee is now more visible as the Newspaper Insurance Advisory Group, a name adopted in 1982. Before that it was called the Newspaper Premium Fund Committee. "Nobody (except for insiders) knew what it was or did," says former committee chairman Frank Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times.

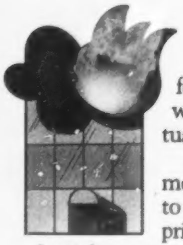
There is no legal connection between the advisory group and the Mutual Insurance Co. Ltd. Group of Hamilton, Bermuda, which was founded in 1961 essentially to write the existing strike insurance for ANPA-member newspapers.

The 1945 McCarran-Ferguson Act exempted insurance from federal antitrust laws to the extent that insurance is regulated by the various states. The Bermuda site allows freedom from regulation by state insurance commissioners and also offers tax advantages that are reflected in lower premiums.

The second type of specialized newspaper insurance to be offered covered libel. It was offered as early as 1930 by Overland Park, Kan.-based Employer's Reinsurance Corp., which is still one of the principal players in the field.

In 1963, Mutual began offering libel insurance to ANPA-member newspapers. Nineteen states do not allow insurance against punitive damages, but Mutual's off-shore location permits it to provide such coverage.





Also in 1963, Mutual founded Territorial Insurance Co., which subsequently assumed Mutual's strike insurance operations.

More recently, First Amendment defense insurance—designed to cover legal costs in such areas as prior restraint, protection of confidential sources and access to news—became available in 1980 to ANPA-member newspapers that carried Mutual's libel insurance.

The 13-member Newspaper Insurance Advisory Group continues in its role of liaison with Mutual on behalf of ANPA members. "We advise the Bermuda insurance companies what the feeling is among the publishers for the coverage they seek, what premiums are tolerable, evaluate customer service and assess trends in litigation," says Chairman Edward W. Estlow, president and chief executive officer of Scripps-Howard. (See story, p. 33.)

Casualty. As the various types of insurance for newspapers have been developed, some large newspaper companies have seen a need to hire full-time risk managers to juggle as many as 25 separate policies. However, most papers fulfill their insurance needs through a local broker.

All of these different kinds of coverage come under the broad category of "casualty," which insurance specialists now define as any kind of a loss. There are four subparts under that general term:

- *Property,* which includes real and personal, business interruption, boiler and machinery insurance
- *Crime,* which includes employee theft, holdups and forgery
- *Casualty lines,* which includes automobile liability, general liability and workers' compensation
- *Miscellaneous,* which for newspapers includes libel, First Amendment, strike, pension trust liability, and officers' liability.

The percentage of total operating expenses newspapers pay for the various forms of casualty insurance is inching toward 1 percent. One newspaper with about 250,000 circulation reports that its cost for overall casualty insurance increased $100,000 in 1984 from the previous year. It now stands at .6 of 1 percent of operating expenses.

One trend in the casualty line for large newspaper companies is self-insurance, whereby they assume all or a portion of their own losses. Self-insurers often establish special funds for this purpose and purchase insurance to cover losses in excess of predetermined amounts.

"We're looking at self-insurance for our (delivery) fleet," says J. Noel O'Halloran, corporate treasurer for Southam Inc. of Toronto, which owns 15 dailies in Canada. The company would self-insure for comprehensive and collision coverage and only insure third-party liability. "We found we were trading dollars with the insurance company," O'Halloran notes. "If we have claims, we pay it back in premiums."

The casualty insurance program at Scripps-Howard, which operates 14 dailies and 21 non-dailies, "very closely approaches a true self-insurance program," says the company's Rizzo. "Inasmuch as we ultimately pay our own losses, we realize safety and accident prevention programs are essential to achieve our objective of loss reduction."

Eighty percent of the money spent by Mutual in libel suits is going to lawyers.

Paul L. O'Brien

Scripps-Howard's policy is referred to as a "paid-loss retrospective plan," which Rizzo says "offers certain cash-flow benefits. We are charged actual paid losses plus the insurer's expenses as they become due in lieu of paying the full estimated annual premium during the course of the year. The first $100,000 of any general liability or auto liability loss and the first $250,000 of any workers' compensation loss falls under the 'retro' program. Any loss above these amounts is covered by pure insurance." He adds that "excess liability insurance is also purchased above our primary limits as protection for any catastrophic occurrence."

In 1982, ANPA offered its members a new, comprehensive general-insurance program called ANPASURE®. It was developed by ANPA Senior Vice President and Deputy General Manager Thomas C. Fichter, who invited risk managers representing more than 200 newspapers to discuss their insurance needs. Fichter subsequently asked the underwriting community to react and bid on a program, and the Chubb Group of Insurance Cos. was selected as the carrier for the new policy [presstime, Aug. 1982, p. 45]. Chubb's marketing strategy for ANPASURE is still being developed, but to date there are about 350 participants in the program. So far, the premiums written total $7.5 million and provide $2 billion of coverage.

A new feature of ANPASURE, "contingent business income," pays for loss of income if the loss results from a casualty and not a business reason. For example, if a supermarket that advertises in the newspaper is closed because of fire, the loss of advertising revenue while the store was not advertising would be covered.

Another new feature covers the extra expenses incurred by a newspaper if it is forced to print elsewhere.

A Canadian version of ANPASURE—in form but not name—is available through the Chubb Insurance Co. of Canada.

Strike insurance. Territorial Insurance, the Mutual subsidiary that offers strike insurance to ANPA-member newspapers, has never disclosed the number of newspapers carrying strike insurance at any given time. A company spokesman says, however, that there are fewer insured papers today than 15 years ago. Because there have been fewer strikes in recent years, the premiums for strike insurance are less today than they were in 1946, and they will not increase for the insurance year beginning July 1.

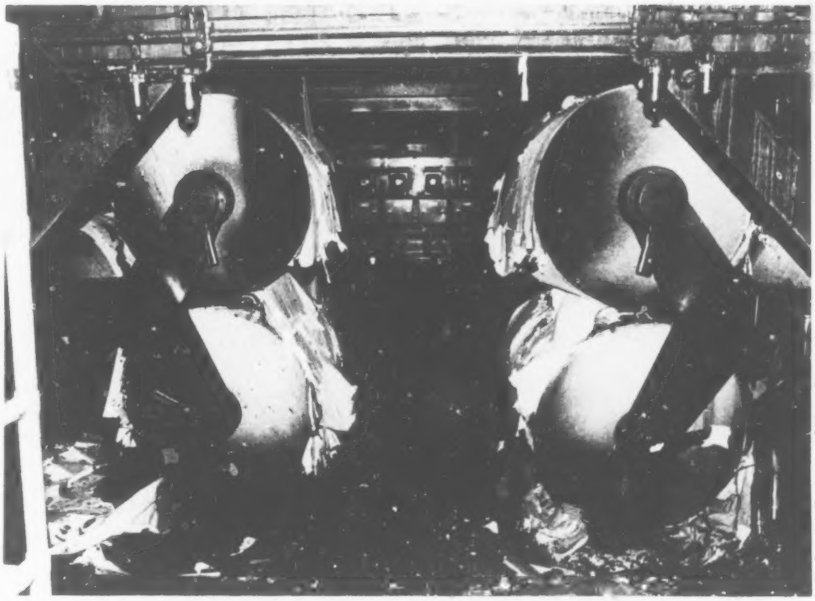
A newspaper has a number of options as to the amount of indemnity it may want to purchase over a short or extended period of time, depending on how it perceives its exposure to loss. For example, a seven-days-a-week paper might purchase $15,000 a day for 60 days. The basic premiums are scaled according to per diem indemnity rates.

Territorial gives a "continuity" credit of 32.5 percent if the insurance was in force for the preceding five years, which discourages newspapers from dropping their coverage after a new labor agreement is negotiated. And for the past two years, there also has been a retrospective premium adjustment that provides a 25-percent reduction. Thus, a seven-days-a-week paper could purchase $900,000 worth of coverage—the maximum coverage offered by Territorial—for about $20,500 a year. The insurance covers actual losses whether the newspaper is suspended or continues to publish, including extra expenses incurred to weather a strike such as additional security.

If a paper is forced to suspend operations during a strike, its losses can be considerable even with insurance. For one thing, there is a seven-day waiting period before coverage begins. One publisher who has been through a long shutdown notes that it may take months to regain pre-strike advertisers and subscribers.

Even though recent years have seen comparatively few newspaper strikes (five in 1984 and three in 1983), labor specialists say the need for such insurance continues. Eventually there will be "one giant newspaper union," and newspapers will need the insurance "to provide balance at the bargaining table," says Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette. "We carry it for the good of the (newspaper) fraternity."

"We don't hide the fact from the unions that we have strike insurance, but we don't use it in a provocative way," says Charles N. Mock, senior vice president/personnel of the Providence dailies. "It's a deterrent to a strike" because a union knows that the adverse impact of a walkout will not be as effective.


Wheeling Intelligencer and News-Register

A fire last year at the Wheeling, W.Va., newspapers caused about $700,000 in damages.

However, Guild President Charles A. Perlik Jr. retorts that strike insurance "doesn't mean much today" in bargaining. "We assume it's there. It has little bearing on whether there will be a strike in a particular situation."

The waning of unions' influence at some newspapers has prompted some publishers to drop strike insurance altogether. The Herald-Telephone in Bloomington, Ind., did so last year after the last union in the plant was decertified as bargaining representative for employees. Publisher Scott C. Schurz says the approximately $3,000 saved pays for 10 departmental dinners held annually to answer employees' questions and to address their concerns.

Advisory group listed

Members of the Newspaper Insurance Advisory Group are Chairman Edward W. Estlow, president and chief executive officer, Scripps-Howard, Cincinnati; J. Stewart Bryan III, publisher, Richmond (Va.) Times-Dispatch and News Leader; William J. Carradine, senior vice president, Southam Newspaper Group, Toronto; Richard E. Diamond, publisher, Staten Island (N.Y.) Advance; Charles E. Glover, president, Cox Enterprises, Atlanta; ANPA Chairman and President Richard J.V. Johnson, president, Houston Chronicle; Douglas H. McCorkindale, vice chairman and chief financial officer, Gannett Co., Rochester, N.Y.; James M. Moroney Jr., board chairman and chief executive officer, A.H. Belo Corp., Dallas; G. Ogden Nutting, president and general manager, Ogden Newspapers, Wheeling, W.Va.; Erwin Potts, vice president, McClatchy Newspapers, Sacramento; W.O. Taylor, publisher and board chairman, The Boston Globe; Richard T. Thieriot, president and publisher, San Francisco Chronicle; and Ann S. Wrenn, vice president/treasurer, Knight-Ridder Newspapers, Miami.

Bryan, Diamond, Estlow and Glover serve on Mutual Insurance Co.'s 14-member board of directors, along with Arthur B. Hanson and Paul L. O'Brien of the Washington, D.C., law firm Hanson, O'Brien, Birney and Butler. The other eight members are Bermudians.

Libel. Unlike strike insurance, libel insurance is being carried by a steadily rising number of daily and weekly newspapers. The Blades & Macaulay consulting firm estimates that 90 percent of U.S. and Canadian dailies now have it.

The whole purpose of insurance is to protect against catastrophic losses, and as one insurance consultant puts it, "There is nothing more catastrophic than a libel judgment."

But the costs of just defending libel suits also can be debilitating, notes the Providence Journal's O'Donnell.

Arthur B. Hanson, ANPA general counsel emeritus and a noted authority on libel, says that even in a case a newspaper ultimately wins, defense costs can exceed $250,000. Hanson also is general counsel emeritus of Mutual Insurance.

Paul L. O'Brien, named earlier this year as Mutual's U.S. general counsel, notes that 80 percent of the money spent by the company in defending libel suits is going to lawyers, with the other 20 percent paid out in awards, settlements and administrative fees. "Every libel suit is being tried like a major antitrust suit," he says. He also notes that some lawyers in Washington, D.C., New York City and San Francisco are billing between $190 and $250 an hour compared with between $80 and $125 in other cities around the country.

During the past 20 years, Mutual has handled 4,867 newspaper suits in the libel field. Today, 706 dailies in the United States and Canada have libel coverage with Mutual compared with 618 in 1974. Also, 678 weeklies currently are insured by a Mutual subsidiary, Potomac Insurance Co. Ltd., compared with 306 in 1974.

Because of the burgeoning libel expense over the past several years, Mutual's premiums—which are pegged to a newspaper's circulation—have increased across the board, and there is greater sharing of defense costs by newspapers.

For example, Mary Ann Matz, business services manager of the Phoenix newspapers, reports they paid Mutual $7,700 for the March 1983-March 1984 libel premium. For 1984-85, the premium nearly doubled to $13,900—and the deductible went from $20,000 to $25,000 per case. That was for the maximum $10-million coverage. In February, the papers were told that the premium for the 1985-86 year would more than double—to $31,872.

In a change that applied to all new and renewal Mutual policies effective Aug. 1, 1984, participants were required to pay 20 percent of the libel defense costs in excess of the deductible. The company noted at the time that the cost of libel litigation since 1975 "can be best described as an uncontrolled firestorm" [presstime, Aug. 1984, p. 61].

The company said in the letter to policyholders that the firm in the past 13 years had received gross libel insurance premiums of $8.6 million. But it had paid "losses and loss adjustment expenses in excess of $26 million with over 1,700 cases still open."

Newspaper Insurance Advisory Group Chairman Estlow says Mutual's rates are liable to keep going up as a reflection of increasing payouts. But he also says that if newspapers take certain actions aimed at curbing unfavorable libel trends, payouts—and consequently libel insurance rates—will stabilize.

Estlow offers these suggestions:

- That newspapers file countersuits in cases in which libel plaintiffs are engaging in "abuse of process" through frivolous suits
- That they hold more frequent seminars on libel for their editorial staffs. Since 1983, Mutual has sponsored about 30 libel and privacy seminars in 15 states. The seminars, conducted by Miami-based Barbara Dill and Associates, are usually hosted by state press associations.
- That they retain lawyers who are well-grounded in the complicated area of libel law.

NEWSPAPER GUILD OF NEW YORK ON STRIKE
THE KANGA

Despite fewer strikes, labor specialists says insurance is still needed.

The Guild Reporter

Estlow also believes that, in time, there will be a turnaround in the trend toward judges' and juries' issuing unfavorable decisions in the libel arena. "I am always hopeful that the pendulum will swing the other way" in the courts, he says.

The Insurance Information Institute has mounted a campaign for reform of the civil justice system, citing, among other things, unnecessary lawsuits, exorbitant costs, long delays and unpredictable results due to rapid changes in legal doctrine. Among the institute's proposals is elimination or limitation of punitive damages in cases such as libel, which, as Eugene Roberts, executive editor of The Philadelphia Inquirer, puts it, can "absolutely freeze" the role of the press. (See essay, p. 34.) If a judge forces a newspaper to disclose its financial worth in court, Roberts notes, juries can be persuaded that the paper can afford a large payment.

Besides Mutual, there are several other carriers in the libel insurance field.

The National Newspaper Association, representing mostly small weekly newspapers and some small dailies, offers libel insurance to its members through Walterry Insurance Brokers in Clinton, Md. The policies are underwritten by CNA Insurance Co. and managed by Media/Professional Insurance Inc. in Kansas City, Mo. Walterry reports that about 900 NNA weeklies and dailies carry such policies.

Also offering libel insurance to newspapers are Employer's Reinsurance and Chubb/Pacific Indemnity Co. of Warren, N.J.

First Amendment. Spiraling legal costs also led to the introduction in 1980 of a new type of specialized protection for the press—First Amendment insurance. The belief was that the increasing cost and frequency of First Amendment cases were discouraging some newspapers, especially smaller ones, from vigorously challenging governmental encroachments on First Amendment rights.

This new insurance, designed specifically to help U.S. newspapers pay legal costs associated with defending or pursuing First Amendment rights cases, was offered to ANPA-member newspapers that carry libel insurance with Mutual.

The program was spearheaded by Allen H. Neuharth, chairman and chief executive officer of Gannett Co., who was ANPA chairman and president in 1978-80.

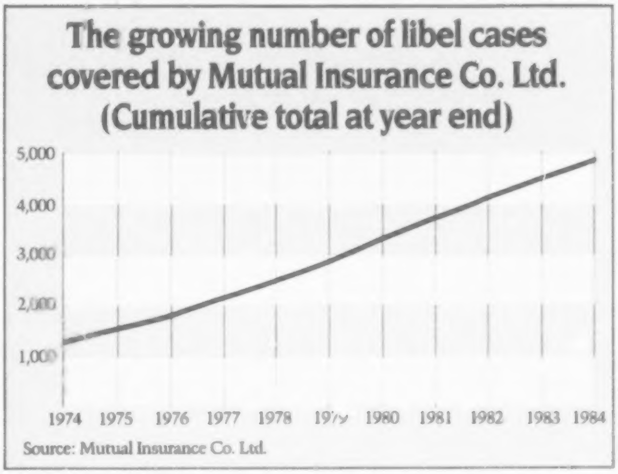
By the end of 1984, 399 dailies and weeklies had signed up for the coverage, including all 85 dailies in the Gannett group. Since the program was launched, 260 newspapers have filed claims. Neuharth says he hopes a greater number of newspapers will see the value of First Amendment insurance. "These things take time to develop a following," he says.

Up to $100,000 in coverage can be obtained at rates based on Mutual's premiums for a $100,000 libel policy. Cases eligible for coverage include—but are not limited to—questions of prior restraint, dissemination, access, newsroom searches, statutory limitation upon publication and other First Amendment matters.

The Green Bay Press-Gazette (circulation, 54,418) provides a good example of how First Amendment insurance can help a relatively small paper battle for its First Amendment rights.

In November 1982, a Wisconsin county judge ordered two of the paper's reporters to reveal confidential news sources in a murder investigation. The fight, Publisher Michael B. Gage recounts, raged until the following July when contempt of court citations against the reporters finally were dismissed by the state Supreme Court.

The Press-Gazette's legal expenses totaled $41,768.39, and the



The growing number of libel cases covered by Mutual Insurance Co. Ltd. (Cumulative total at year end)

Source: Mutual Insurance Co. Ltd.

Alberto Pacheco

paper's First Amendment policy with Mutual paid it all except for a $10,000 deductible.

More recently, the insurance has been used in cities where disputes have arisen over the placement of newsracks. First Amendment issues as defined in Mutual's policy include "restraints on dissemination."

One such case, involving the New York Metropolitan Transit Authority, is pending in the 2nd U.S. Circuit Court of Appeals. The Transit Authority has tried to restrict placement of Gannett's USA Today newsracks in MTA facilities such as subway stations.

In 1981, Potomac Insurance Co., a subsidiary of Mutual, began offering First Amendment insurance to weekly newspapers that are not members of ANPA.

And in 1982, Mutual began offering Canadian newspapers that belong to ANPA an insurance policy that pays legal costs of bringing and defending free-press cases.

Controlling costs. In addition to administering the great variety of programs, newspaper insurance specialists are concentrating on efforts to control costs. "We continually monitor all of our policies to assure that we maintain the broadest coverage at a reasonable price," says Rizzo of Scripps-Howard.

"We encourage monthly safety committee meetings, self-inspections to report safety hazards for corrective action, fire drills, fire extinguisher training, auto fleet safety programs, hearing conservation and a number of other measures designed to reduce our accident frequency."

Rizzo cites a fire last year in the pressroom of his company's newspaper in Hollywood, Fla., as an example of how prompt and efficient action by employees can minimize damage to buildings and equipment. Employees of the Sun-Tattler, he reports, "fought this fire in its initial stages with fire extinguishers and fire hoses, assisted in providing for an orderly evacuation of the building and also assisted the fire department with necessary information relating to the building." A 1980-82 study found that fires strike North American newspapers at a rate of about one a month [presstime, July 1982, p. 56].

Besides individual companies' safety initiatives, there is also an industry-wide program that has a bearing on insurance rates. The Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association seeks to reduce highway accidents and thus "create a safe driving record in the newspaper business that would warrant reductions in insurance premiums covering motor vehicles" used in newspaper distribution.

Started in 1941, the annual campaign saves newspapers an estimated $1.5 million or more each year in lower insurance premiums, according to the ANPA Newsprint and Transportation Department.

As another way to reduce costs, Gannett Treasurer Thomas suggests that newspapers "take a look at the use of consultants rather than a broker trying to earn a fee or a salesman trying to earn a commission."

When "shopping around" for competitive bids, the experts say it is important that a newspaper know the degree of control the insurer has in the settlement of a claim, and how much latitude the newspaper has in the selection of case lawyers.

Obviously, newspapers are not alone in their concern about costs associated with insurance. While they and other insured parties fret about the escalating costs of premiums, the casualty-insurance industry ponders its ultimate concern: that some day claims could exceed insurance companies' assets.

Contributing to insurers' concerns is the fear of "something now unknown," notes Chubb's Cornwell. For example, an insurance company might issue a policy to a firm that unknowingly has built on a site that has been contaminated by some dangerous material. Eventually, this could lead to the filing of multiple claims by the firm's employees.

But for the moment, insurance companies are more concerned about present-day strategies to get premiums and payouts back into balance. They hope these efforts will yield long-term stability for the insurance industry.

Newspaper "number crunchers," meantime, hope those efforts do not mean that premiums will bolt out of control, right off the ledger sheet.☐

A. E. Araiza, University of Arizona

Barbara Dill has led libel seminars in 15 states.

Costs of insurance for employees really add up

The cost of insurance for a newspaper's employees greatly exceeds that covering the newspaper itself.

On average, casualty insurance accounts for less than 1 percent of total operating expenses. When employee health, disability and life insurance and workers' compensation are factored in, the amount for insurance approaches 5 percent. At the 45,071-circulation Columbian of Vancouver, Wash., for example, it's 4.9 percent.

The cost of insurance for health care has increased dramatically in recent years—about 20 percent between 1981-83, according to a survey by the ANPA Human Resources Department, and newspapers are taking a variety of steps to control it, such as increasing deductibles and telling employees what they can do to reduce costs [presstime, Oct. 1984, p. 54].

A major issue in the coming months will be the Reagan administration's proposed cap on the amount of tax-free, employer-paid health insurance benefits provided to employees.

Both the American Council of Life Insurance and the Health Insurance Association of America are waging a campaign against the proposed cap, contending that it would be counterproductive. The organizations say it would result in preventive, dental, mental health and employee assistance programs being dropped from health plans.

Meantime, workers' compensation is expanding to include situations that were never before considered "job related," such as mental strain and nervous breakdowns allegedly caused by stress. For example, a reporter's facial tic—supposedly caused by deadline pressures—could be cause for a workers' compensation claim.

ANPA Manager/Personnel Relations Patricia P. Renfroe says newspapers will be forced to deal more effectively with stress-related problems as courts explore whether employers acted to identify stress and to help employees who were allegedly under stress.

Renfroe and others cite several recent cases in this area:

- The South Carolina Court of Appeals ruled that the widow of a restaurant worker was entitled to workers' compensation benefits because unusual job stress caused him to have a fatal heart attack.
- Compensation benefits for an employee suffering a nervous breakdown were allowed by the Rhode Island Supreme Court because the breakdown was found to have been caused by stressful stimuli "not ordinarily present and expected in the workplace."
- The Michigan Supreme Court granted lifetime workers' compensation to a General Motors Corp. parts inspector who was considered to be a "compulsive perfectionist." It found he suffered mental strain when assembly-line workers kept installing parts labeled defective.

"With over 8,500 employees," says Charles E. Rizzo, corporate risk manager of the large media company Scripps-Howard, "the workers' compensation claims area is one of our principal concerns. These claims amount to 68 percent of the total number of accidents and the same percentage of the total loss expense."

Disability insurance is part of Social Security, for which both employers and employees currently contribute 7.05 percent of payroll up to a wage base of $39,600 annually. In addition, some newspapers take out a supplementary, long-term disability policy from an insurance carrier.

Group life insurance, on the other hand, is a relatively small part of the cost picture for newspapers.

And in one instance, an employee-owned newspaper company is actually using life insurance to bolster its financial position.

The program at The Journal Co. of Milwaukee involves purchasing cash-value life insurance on a selected group of employees to provide funds for future company investments. Fifty non-smoking employees under age 55 were chosen to participate. The purchases were arranged through local agents of Northwestern Mutual Life Insurance Co.

The company will pay premiums of about $950,000 per year for the first five years and be the beneficiary.

The premiums will build a cash pool that will be available to the company. After the first five years, the premiums due will be borrowed from the cash surrender value accumulated in the policies.

Says Robert O. Carboni, Northwestern's vice president/communications: "There's probably nothing else like it in the country."

Of course, employee ownership is the key to the program because the involved employees benefit to the extent that the company benefits. And The Journal Co. is one of only five such newspaper companies [presstime, Aug. 1983, p. 36].

—*Clark Newsom*

Libel insurance called necessity for small papers

Is libel insurance a necessity for small newspapers? "Absolutely," says James W. Coldsmith, who had firsthand experience with the subject while he was editor and publisher of The Alexandria (Va.) Port Packet, a weekly community newspaper.

The Port Packet had let its libel insurance lapse at the time of a 1980 suit filed against the paper by an Alexandria couple who alleged a story wrongly described their child's death.

A jury awarded $150,000 in damages to the couple, including $100,000 in punitive damages. Early this year the Virginia Supreme Court reversed the jury's award of punitive damages but affirmed a $50,000 award in compensatory damages for the paper's "negligence" in reporting the story.

Although Coldsmith characterized as "too strong" a published report that the Port Packet might have been forced to close had the original award been upheld, he said the Supreme Court's action certainly eased the paper's financial situation.

"With more and more states adopting the negligence standard, we're going to see more libel suits," comments Coldsmith, who is now publisher and editor-in-chief of the daily Alexandria Gazette.

A WORD OF ADVICE FOR NEWSPAPERS CONCERNED ABOUT THE FINANCIAL CONSEQUENCES OF A LIBEL SUIT.

No one needs to be told of the rising incidence of libel litigation these days, and ballooning jury awards. Everyone knows about them. But that's why newspapers of every circulation size have good reason to be concerned with the increasing expenses of defending against such suits and the staggering costs they could face–even for what at the outset might seem to be a triffling case.

If you're among the worried then we have a word of advice: protect your newspaper with a libel policy underwritten by the Mutual Insurance Company, Ltd., of Bermuda. But don't take our word for it. Ask your fellow ANPA member about his experience with our service and coverage.

We've been writing libel insurance policies for newspapers in the United States and Canada that are members of the American Newspaper Publishers Association for more than 20 years. In that time we've handled more than 4,500 suits in the libel field.

That's why today more than 800 daily newspapers in the U.S. and Canada have chosen Mutual to handle their insurance needs. They've come to realize that Mutual is an expert in its field, and has a total commitment to the newspaper business.

The company offers occurrence coverage with no aggregate limit, and provides unqualified coverage for punitive and exemplary damages in every state in the nation.

First Amendment insurance is also available to newspapers that carry libel insurance with Mutual, and one of our affiliated companies underwrites strike insurance for newspapers as well.

The record of payout for libel defense suits is downright chilling–and sometimes, even when you win, you lose. So let us get you a premium quotation. It won't cost a cent, and there's no obligation on your part. Just fill out the coupon below and we'll see that you receive a reply promptly.

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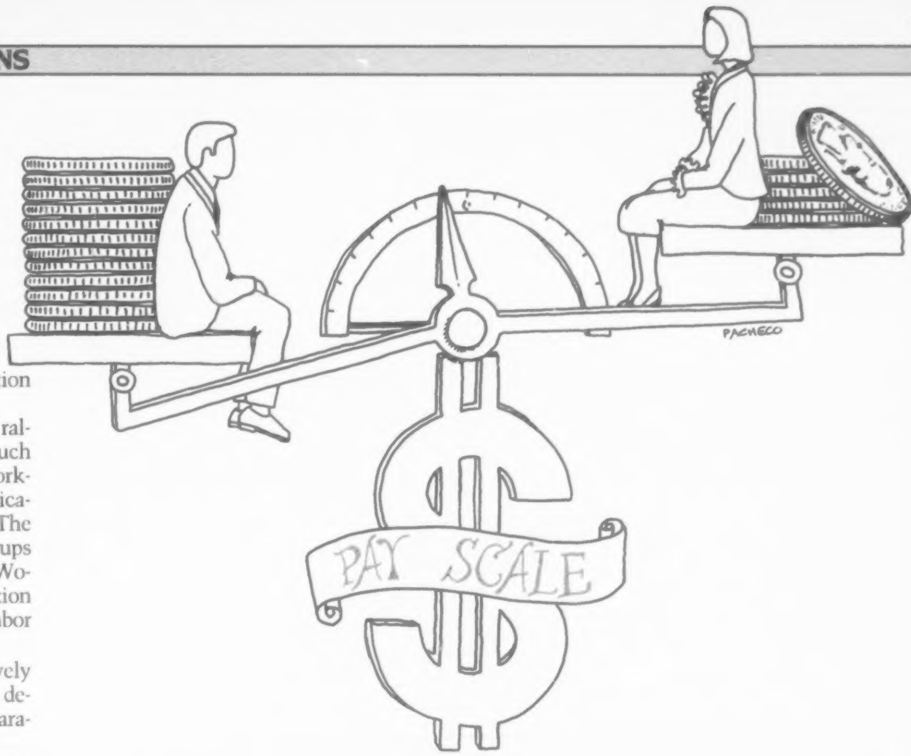

COMPARABLE WORTH

Newspapers' biggest risks for claims of pay discrimination are in the classified and display advertising departments

BY PATRICIA P. RENFROE

Pay equity, also known as comparable worth, is the leading job-discrimination issue in the United States today. It gives momentum to membership drives of unions and certain women's groups, inspires union demands and causes employers to ponder the chaos its implementation would create within most businesses.

Among groups using the issue as a rallying point is the AFL-CIO—with such members as the Communications Workers of America, the Graphic Communications International Union and The Newspaper Guild—and women's groups such as the Business and Professional Women's Foundation, National Organization for Women, and the Coalition of Labor Union Women.

These, and many others, are actively involved in the challenge to have pay decisions based on the concept of comparable worth of the job being performed.

The CWA has included the comparable-worth idea in contract negotiations since 1977, while the Guild's model contract states that "there shall be equal pay for equal work or for work of equal value." Anna Padia of the Guild's Human Rights Department has noted that the Guild has had considerable success in pay-equity issues regarding workers in classified-ad telephone sales and outside display-ad sales. An example is the 99-percent equity established in the Guild contract for classified ad takers at the Union Leader of Manchester, N.H.

Yale University's recent experiences with the Federation of University Employees, an affiliate of the Hotel Employees and Restaurant Employees International Union, demonstrate that comparable worth not only can be used as an issue for organization, but it arouses enough support among union members to trigger a strike.

At the same time, the courts have had their opportunity to determine whether comparable worth is a viable claim for female employees under Title VII of the Civil Rights Act of 1964. U.S. District Judge Jack E. Tanner ruled that the state of Washington discriminated in compensation on the basis of sex when it paid less for predominately female jobs than for predominately male jobs requiring equivalent or lesser skills. It was the first time a federal court determined that an employer engages in sex-based discrimination by maintaining a compensation system that pays women less than men for jobs of equal skill, effort and responsibility. The court also said the state historically segregated "male" and "female" jobs.

The state government appealed the decision in *AFSCME v. State of Washington* to the 9th U.S. Circuit Court of Appeals where a ruling is expected this spring. Observers expect further appeal to the U.S. Supreme Court.

The Justice Department has said it does not support the comparable-worth theory as part of Title VII and at one point was considering joining Washington state in the appeal. If the state loses, it would be required to pay about $860 million in back pay and wage hikes to workers in predominantly female job classifications.

Does any of this apply to the newspaper business? Could newspapers be vulnerable to comparable-worth claims?

The answer from newspaper human-resource executives, some of whom are lawyers, seems to be a qualified "maybe and hopefully not."

Paul J. Lizundia, secretary/manager of Pacific Northwest Newspaper Association, says newspapers with unions have somewhat less risk than those without unions. Union contracts will neutralize pay issues for workers in the bargaining unit, he believes.

John J. Manning, personnel manager of The Boston Herald, shares this opinion. The mechanical unions, Manning explains, have easily defensible reasons for different pay scales because of their journeyman programs. Guild representation, on the other hand, cannot be relied upon to provide security against such claims

Renfroe is ANPA manager/personnel relations.

because of disparate employee classifications found in Guild representation.

Whatever the level of vulnerability, it is clear that the industry cannot avoid the comparable-worth issue. John B. Jaske, vice president/labor relations of Gannett Co., says increasing legislative activity is cause for concern. "I would not bet the farm that the court will approve the comparable-worth doctrine, but there may very well be legislation down the road which will," Jaske says.

Regardless of whether Title VII is the vehicle by which comparable worth becomes a part of compensation systems in the newspaper business, there is increased momentum in both Congress and state legislatures to act on pay equity.

According to the Bureau of National Affairs report "Pay Equity and Comparable Worth," more than 20 states have enacted statutes that contain comparable-worth language. These statutes, are, for the most part, directed toward the management of government employees' pay.

In June 1984, the U.S. House of Representatives unanimously passed the Merit Pay and Management Improvement Act of 1984, which required that the Office of Personnel Management conduct a pay-equity study of government employees. The Senate rejected the idea just prior to adjourning in October. But the issue has not been forgotten. In the new Congress, the House bill has been re-introduced, and House and Senate subcommittees are expected to hold hearings.

Business opposition to enforced pay equity falls into two primary categories—economic and administrative. First is the belief that such a remedy for alleged discrimination would be excessively expensive. The U.S. Chamber of Commerce has estimated that it would cost a minimum of $320 billion for American businesses to comply with directives similar to those in the Washington state case. One reason is that the higher-paid group's salary will not be lowered, the lower-paid group's salary will be raised.

Business interests contend that any pay method that does not rely to a great extent, some say entirely, on labor force supply and demand would destroy the free-market concept.

Second, business interests maintain that adminstration of any such regulated program is virtually impossible. Who will decide what a job is worth? Is one job worth the same to every company? Who will administer the regulation?

Even Clarence Thomas, chairman of the federal Equal Employment Opportunity Commission, has stated that it would be impossible to enforce such a program. Thomas is, of course, a Reagan administration appointee. His predecessor, Eleanor Holmes Norton, declared during the Carter administration that the question of whether jobs traditionally confined to one group, such as "women's jobs," have been discriminatorily depressed "is the largest and most difficult issue left unresolved" under Title VII [presstime, June 1980, p. 38].

Opposition among newspaper executives follows Thomas' line of thought. Their consensus is that newspapers most likely are open to attack in the classified and display advertising departments. Gannett's Jaske says an easy first step in reducing exposure is to institute good hiring practices. Specifically, he says, make certain that the classified sales staff is composed of men as well as women. Pleading that it is hard to find men to work in classified is insufficient defense in a discrimination claim, he adds.

Another suggestion is to analyze the newspaper's pay structure to detect possible discrimination. While there is longstanding disagreement on the merits of formal pay structures, many newspaper executives believe that failure to follow such a program could be more harmful than not having one.

Joseph D. Fontana, vice president, personnel of The Home News in New Brunswick, N.J., favors a well-designed salary structure. The Home News has had one for 15 years for non-union departments, and Fontana believes it would be a strong defense against discrimination claims. The plan regularly is reviewed and renewed, he says. The newspaper annually surveys its labor market to determine what the market is paying for certain positions. Comparisons are made with newspaper jobs where possible. An internal review also is performed to decide where adjustments and realignments are needed.

But whatever their individual positions on formal pay structures, newspaper human-resource executives increasingly are examining their hiring and pay practices. For the comparable-worth issue is not going away soon. Unions and women's groups are not backing off. And whether the battlefield is the court, the state legislature or the Congress, activity is expected to pick up. ☐

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A COMMUNICATION CHALLENGE FOR NEWSPAPERS

HAZARDOUS CHEMICALS

BY MARGARET GENOVESE
presstime staff writer

Warning: this regulation is complex, could be costly to follow and should be given your immediate attention.

If regulations were given warning labels, that's one that could be affixed to the federal Occupational Safety and Health Administration's "Hazard Communication" standard.

The purpose of the standard is to provide U.S. workers in the manufacturing sector with information about the hazardous chemicals with which they come in contact in the workplace.

Like OSHA's hearing-conservation amendment imposed two years ago, it requires employers to provide education and training for their employees.

However, a hazard-communication program will be more difficult "by far" for newspapers to implement than a hearing-conservation program, says Richard W. Neergaard, ANPA manager/environmental services.

It is harder to understand how exposure to chemicals affects the body than how overexposure to noise affects hearing, Neergaard explains. In addition, he says, the hazard-communication regulation can lead to less precise instructions.

With implementation of a hazard-communication program, he says, "The relationship between management and employees will be truly tested."

Among the materials that may be covered under the new standard are certain cleaning solvents, inks, and photographic and plate-developing chemicals used by newspapers, according to George Cashau, ANPA director/technical research.

The standard was published in final form by OSHA Nov. 25, 1983. Manufacturers, importers and distributors of products containing hazardous chemicals were given two years to comply.

Companies using those products were given an additional six months and therefore must be in compliance by May 25, 1986.

As with other OSHA standards, the penalty for violating the hazard communication standard varies with the severity of the situation and the company's past record. It can go as high as $10,000.

The standard sets up a division of responsibilities between companies that manufacture chemical products and those that use them.

It is up to the manufacturer or importer to assess the hazards of the chemicals they produce or import. OSHA cites several lists of hazardous chemicals that should be referred to in making the assessment.

The manufacturer, importer or distributor must then ensure that each container of a product containing a hazardous chemical is properly labeled with the hazardous chemical identified, an "appropriate" warning and the name and address of a responsible party.

A container must be labeled if it contains 1 percent or more of a hazardous chemical or .1 percent of a carcinogen or potential carcinogen.

In addition, the manufacturer or importer has to develop a "material safety data sheet" for each product containing a hazardous chemical. The MSDS must provide certain information, including the identity of the hazardous chemical, the physical and health hazards of the chemical, permissible exposure limits, whether it is a carcinogen or potential carcinogen, precautions for safe handling, and emergency and first aid procedures.

Newspaper implications. Newspapers, as chemical users, are not required to evaluate chemicals unless they choose to go beyond the hazard assessment made by the manufacturer or importer.

However, they must:

- See to it that the manufacturer's label remains on any hazardous-chemical container, and, in most cases, relabel if the product is transferred to another container
- Have copies of the safety data sheets for each hazardous chemical in their plants and make them accessible to employees
- Provide employees with information and training regarding hazardous chemicals. As part of the training, employees must be told about the physical and health hazards of the chemicals and how they can protect themselves from these hazards.

All such steps must be detailed in a written compliance program, which must include a list of all the hazardous chemicals to which employees are exposed. This, too, has to be accessible to employees.

To help newspapers comply with the standard, ANPA dis-

(From left) ANPA's Neergaard, Cashau and Andrew N. Reyburn review hazard-communication materials.

IN THE WORKPLACE

tributed an environmental alert to members in late February, and it is preparing a model hazard-communication program. ANPA also plans segments on the subject at its May Convention, June Operations Management Conference & Exposition, and fall Health and Safety Symposium.

Compliance will be costly for newspapers, ANPA's Cashau believes. For example, he says, newspapers may want to switch from a product labeled hazardous to a more expensive product considered "safe." Another expense may be that of providing additional protective equipment.

Newspapers should be prepared to comply with manufacturers' recommended precautions for safe handling, says ANPA's Neergaard. In some cases, this may mean changing established work practices.

He predicts some newspapers will be surprised at the precautions recommended.

To minimize their risk of liability, manufacturers probably will take a very careful approach, yet at the same time keep their recommendations "vague," he says. For instance, a manufacturer may say gloves should be used when handling a product—but not specify what type.

Training also may prove costly. Initial training of current employees must be completed by May 25, 1986. After that, training is required when a new employee begins work with a hazardous chemical or when a new product containing a hazardous chemical is put into use.

ANPA provided guidance to Industrial Training Systems Corp., an independent film company in Mount Laurel, N.J., which is producing an audio-visual program designed to help newspapers train their employees. Expected to be available in mid-April, the film will cost $325 per copy for ANPA-member newspapers. Multiple-copy discounts will be available.

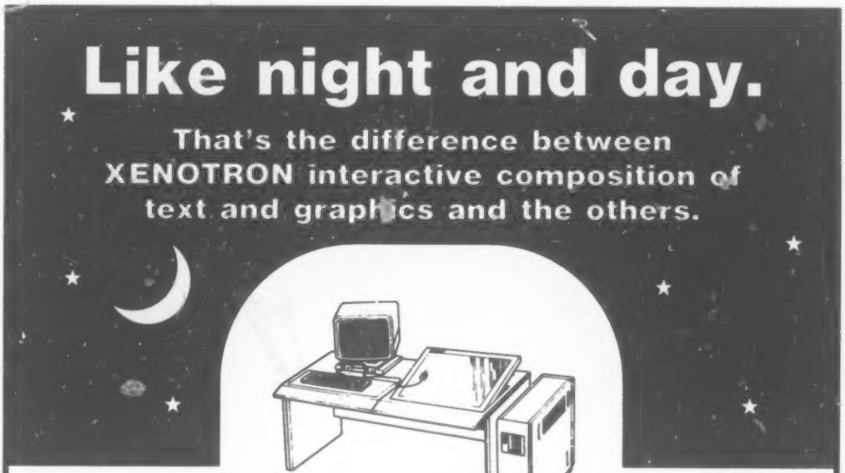
Patricia P. Renfroe, ANPA manager/personnel relations, says the standard's training requirement presents a complex task for newspapers, not because the requirement itself is complicated but because it will involve "training supervisors to work with people who have genuine concerns and fears regarding the chemicals."

"A simple listing of facts will not necessarily alleviate these fears," she says. "Newspaper executives will need to ensure that the training programs include a segment that develops supervisory skills in listening and communicating. Management's continuing concern for the safety and welfare of the newspaper's employees must be a major focus of the training."

State laws. For many newspapers, meeting the requirements of the federal standard will be nothing new because they already have had to comply with similar state or local regulations.

According to the Chemical Manufacturers Association, 21 states have enacted so-called "right-to-know" laws. ANPA's research has found a total of 26 states with some hazard-communication requirements. Even some cities and counties have established similar rules.

Although the OSHA standard is intended to pre-empt state law, federal pre-emption has been challenged in court and the issue has not yet been finally resolved. In the only decision to date, a U.S. District Court Jan. 3 declared the New Jersey Right to Know Act pre-empted by the OSHA standard as it applies to the manufacturing sector. Appeals of that decision are planned to the 3rd U.S. Circuit Court of Appeals in Philadelphia. That court also will hear requests to review the standard from five states that question pre-emption. ☐



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SALES OF SYSTEMS SURGE

PAGINATION

With more vendors, more installations and better prices, electronic makeup of newspaper pages is living up to its promise

BY PAUL KRUGLINSKI
presstime technical writer

"The smoke is beginning to clear around pagination," observes Al L. Fenaughty, president of Information International Inc. More newspapers are buying the systems, and some solid trends have developed.

Four years ago there were two primary vendors of pagination systems with one installation each. Today, about 10 systems vendors count more than 60 installations among them. And another dozen vendors are providing components of pagination systems.

While the cost of systems is still relatively high, pagination buyers today are getting more bytes for the buck. The latest systems have more sophisticated features, with, for example, laser technologies having replaced CRT scanners.

Moreover, prices are about the same as they were in the early 1980s, which means that when inflation is factored in, today's more advanced systems are actually cheaper than pioneering models.

In fact, systems now have base prices that are within the financial reach of many smaller-circulation newspapers, fulfilling pagination pundits' predictions made in the 1970s. In the last year, the majority of newspapers buying pagination systems have less than 100,000 circulation, with most of those being under 50,000. Even non-daily operations are getting into the act.

As many newspaper executives point out, smaller papers don't have the front-end equipment requirements or labor-contract complexities of metropolitan dailies. And "vendors can work out the bugs in the system more easily on a smaller newspaper," says Don S. Bentley, associate publisher of the Morning Press and Lawton (Okla.) Constitution.

On the vendors' side, after a flurry of activity last year, fewer companies have been entering into original-equipment-manufacturer, or OEM, agreements to produce complete systems [**presstime**, Jan. 1984, p. 22].

But one aspect of the pagination picture remains unchanged: Graphics manipulation continues to be unavailable with most systems.

Clearly, the stellar performer over the last year was one of the newer vendors in the field, Harris Corp., which sold 26 pagination systems. Its system was detailed in **presstime**, April 1984, p. 66.

One of those sales was to Pioneer Press, publisher of 30 weeklies in the Chicago area. The company purchased a $170,000 Harris 8300 pagination system, which offers all aspects of electronic page makeup except graphics manipulation.

"We had to get the background and knowledge, acquire the technical expertise," says Alan Anderson, Pioneer's vice president/finance and administration, "so we can prepare for future pagination developments. We consider this a piece of our future system."

The Harris system, which was installed in the production department, is being used in composing about 130 pages per week, with the rest being composed manually. The composed pages are "cleaner" than manual paste up, Anderson notes, "but our productivity is only matching manual pasteup."

Because of Pioneer's many remote editorial sites and the ongoing development of the system, Anderson says it "can't be turned over to our newsrooms yet."

But Harris' first full year in the pagination business was by no means the only impressive showing by a vendor.

Cybergraphics Systems Inc., a firm that was formed only last year, is making its first installation at Colophon Publications Inc., which publishes several broadsheet and tabloid non-daily products in Florida.

Base prices of these more advanced systems are within reach of many smaller newspapers.

According to the papers' publisher, Peter Cardiff, the thrice-weekly New Smyrna Beach News and Observer will become a daily after the system is running. "We wouldn't have been able to do that with our current system," he says. "This system will allow us to expand."

Besides providing better quality and later deadlines, the Cybergraphics equipment "will enable us to produce more pages per week and to significantly increase the number of pages (being composed) with the same number of people," Cardiff says.

The $300,000 system consists of two PDP-11/24 central processing units, each with an 80-megabyte disk drive, Cardiff says, and the papers will be getting another 80 Megabytes for each CPU. The system supports 20 CGS 250 terminals, including some that are located at remote sites.

Each terminal can be used for text-entry, editing and page-layout for both the news and classified ad departments. It also can build display advertising and will later include a business system. "We're having a phased installation," Cardiff says, "with the business system coming on last."

The system has two strong suits, Cardiff says: strong database management and strong processing power at the terminal. Additionally, the software can run on DEC equipment already in use at Colophon Publications.

Like the Pioneer Press system, Colophon's is not capable of converting graphics into a digitized form. "That's a growth path that's available to us in the future," Cardiff says.

While the system does not display graphics elements, the user does see a representation of the page complete with display-advertising elements.

The system's display-ad composition capabilities are strong, Cardiff says, because the system was developed for commerical type houses and "supports a number of different typesetters."

Another bold pagination project involves the Lawton Publishing Co. in Oklahoma, a perennial bellwether in new technologies. The firm recently purchased the first Xenotron Inc. pagination system for the Morning Press and Lawton Constitution.

The papers, with a combined circulation of about 34,000, are currently installing a $400,000 to $600,000 system consisting of five Xenotron PageMaster workstations and two 300-megabyte Monotype Lasercomp imagesetters, according to Associate Publisher Bentley. The system will use the existing Xenotron-ERCM front end.

Halftones and artwork will be scanned on an ERCM Autokon 8400 scanner and merged with electronically composed text on the Lasercomps, then both text and graphics will be exposed onto phototypesetting paper.

The system possesses some graphics manipulation capabilities, Bentley says, in that pictures can be brought up on screen for previewing.

"It's the first step in total pagination," he says. "We think we can build on this system. Eventually, we will add the ArtMaster (for full graphics manipulation) and laser platemaking."

But the current expense of storing graphics is too high, Bentley notes. "You're out of kilter trying to store all your halftones and artwork," he says. "I can't cost-justify it."

On other pagination fronts:

- Hastech Inc., which made six recent sales, says its paramount site for graphics manipulation remains The Observer-Dispatch in Utica, N.Y., where computer-to-plate technology is being tested [presstime, July 1984, p. 43]. The firm says it is still working on a hookup between the Hastech pagination equipment and an ImagiTex scanner.
- In the last three months, Information International Inc., or Triple-I, has sold $1-million-plus systems to the Long Beach (Calif.) Press-Telegram and Phoenix Newspapers Inc. Those installations will manipulate and set graphics, as will Triple-I systems sold earlier to the Pasadena (Calif.) Star-News and to Dow Jones & Co.
- Dow Jones is purchasing a Composition Systems Inc. front end to interact with its Triple-I system, but Robert R. Brooks, manager of special projects, says the firm plans to develop its own front end in the next two years. Dow Jones is striving to achieve a production rate of 30 "selected pages" in two hours before installing the pagination system at its five composition sites, Brooks says.
- Unitex Inc. plans to make its first pagination installation at an undisclosed newspaper this spring.
- The Minneapolis Star and Tribune is producing paginated editorial pages with its Atex front end. About "60 to 65 percent of the (time insensitive) newshole is paginated," according to Dick Stromberg, composing room superintendent.
- Increasingly, newspapers are purchasing graphic subsystems, such as Camex's Breeze, Triple-I's Display Ad Makeup and Hastech's GraphPro, as an entry device into pagination. "What newspapers are looking for is a graceful way into new technologies," notes Fenaughty.

If the complex equipment involved with pagination weren't enough, newpapers that plan to pursue the technology will have to add to their shopping lists another device—a non-impact laser printer. According to Utica Production Director Charles J.P. Gallagher and others, the only way to produce an inexpensive proof of the paginated page will be with these printers. ☐

Colophon Publications Inc.

Colophon Publications employee trains on new Cybergraphics pagination terminal.

The human side of pagination

ANPA is developing pagination planning guidelines for member newspapers.

The guidelines will cover management issues relating to pagination's effect on employees. They are expected to contain case studies of newspapers of varying circulation sizes that have either completed their conversion to pagination or are currently in the process of going to this new technology. Non-union and union perspectives will be included.

A short questionnaire was mailed to all ANPA member newspapers in late January to aid in determining how far along they are in planning for or actually introducing pagination and what human-resource problems they anticipate or have encountered.

For further information, contact ANPA Manager/Personnel Relations Patricia P. Renfroe at The Newspaper Center in Reston.

IT'S BEEN GONE A YEAR

Does anyone miss the news council?

BY MARCIA RUTH
presstime staff writer

A dozen years ago it appeared to some in the news media and the public that establishing a forum for public review of the press was an idea whose time had come.

Well, if the time truly had come, it didn't stay long. After a fitful and largely ignored 11-year existence, the National News Council died a year ago [presstime, April 1984, p. 50], and there is little support today for its revival.

At the state and local levels the story is the same. No new councils are being formed, and little enthusiasm for doing so can be detected.

"A lot of people should miss it and nobody does," admits Richard Salant, the former president of CBS News who, as president of the news council in its final days, tried to win over hostile media leaders by increasing media members' power in making council decisions.

Conditions that brought the council down still exist, says its last chairman, Lucy Wilson Benson. They primarily are opposition from journalism's "heavy hitters," including The New York Times and The Wall Street Journal, and a lukewarm reception from others in the media.

In the council's last year, "We decided if we couldn't persuade the biggest to support us, or even to tolerate us, it was not appropriate to carry out a fund-raising campaign among the public," says Benson, a former under secretary of state, former president of the League of Women Voters and one of the original non-journalist members of the council.

Norman E. Isaacs, former executive editor of The Courier-Journal and The Louisville (Ky.) Times, who chaired the council for six of its 10 years, is more sweeping in his assessment. "The whole issue is accountability," says Isaacs. "The American press reserves unto itself the right to criticize everyone and everything in a global society, but it adamantly refuses to let anyone inquire about its own processes, or its own performance."

On the other hand, opponents of the council take exception to the notion that their position implies a refusal to accept or respond to criticism. "I am just as aware of weaknesses and problems of newspapers (as council supporters), but I do not believe a news council is the way to go about solving these problems," says Robert H. Wills, editor of the Milwaukee Sentinel. "They have to be solved by an awareness at each and every newspaper across the country," says Wills, who observed most of the council's meetings in the early 1980s as a representative of the American Society of Newspaper Editors.

There is no effort for revival. "A lot of people should miss it, and nobody does."

With few ancestors and no visible descendents, the remains of the National News Council have been laid to rest at the Silha Center for the Study of Media Ethics and Law at the University of Minnesota. Now in the process of being catalogued, the archives will be made available to researchers at the university's Walter Library.

While many within the press are glad to have the council rest in peace, others feel that it had an impact on newspapers, and that it was favorable. "I think its unfortunate it didn't make it," says Burl Osborne, editor of The Dallas Morning News.

"What I hope has happened is newspapers and networks and others in the media are a whole lot more self-examining than they were," says Osborne. "Papers are more receptive to people of different views and more open to correct errors. . . . We have come to understand that sometimes we look as if we're arrogant even when we're not. I would like to think the news council or at least its principles had some effect on the business, and in some way caused people to be responsive, even to avoid having a news council."

On the state level, the latest attempt at founding a news council was defeated in mid-February by a 3-1 margin by Kentucky publishers. Similar proposals were abandoned in Oregon a year ago and in Wisconsin two years earlier.

Opposing viewpoints that preceded the national council's demise are still battled in the states.

"Experience has shown us that this is an idea whose time has passed, if it ever had a time, and it would be foolish for Kentucky to start one now," says Creed Black, publisher of the Lexington Herald-Leader. "Basically a newspaper is responsible to its readers and not . . . to a bunch of self-appointed busybodies with time on their hands," he says. "Beyond that, it's dangerous in that it creates the notion in some minds that there is such a thing as a code or standards you can edit newspapers by and anybody who deviates from those is not playing by the rules."

Editors, says Black, make decisions "day by day," and the danger is that as more rules are "codified, there is the likelihood somebody will pick that up and try to enact them into law or throw these things back in to your face in a courtroom or use news-council decisions in libel cases."

"I don't know what all the fear and trembling is about," says Paul Janensch, acting editor and publisher of The Courier-Journal and The Louisville Times. He continues the support for state councils voiced by former publisher Barry Bingham Sr. as far back as 1963 in an address to the national convention of Sigma Delta Chi.

"We think it's the right thing to do," Janensch says. "We think people should have a place to go with an unresolved complaint about accuracy and fairness. We're not afraid. We don't think it's a threat to the First Amendment and we don't think it's a legal threat."

The only existing state council, the Minnesota News Council, was formed in 1971. Although it is "not universally loved," says Executive Director Thomas Patterson, it continues to be supported financially by a third to half of the state's newspapers.

With the notable exception of the Honolulu Community-Media Council, efforts to form and sustain city councils have been abandoned.

Contrary to the U.S. experience, press councils are burgeoning in Canada. While the United States has only one state with a council, Saskatchewan is the only province without one. Newspapers' support for provincial councils has been attributed in part to an effort to head off the government from injecting itself into an active press-monitoring role [presstime, Jan. 1983, p. 29]. ☐

Edward W. Estlow

Scripps-Howard chief tackles big problems in the industry

BY C. DAVID RAMBO
presstime staff writer

Edward W. Estlow, president and chief executive officer of Scripps-Howard, learned the hard way what it takes to publish newspapers. His first job was the do-it-all editor-publisher of the 3,000-circulation Lovington (N.M.) Press. At that time it was a weekly paper, and Estlow served as editor, reporter, ad salesman, pressman, Linotype operator, editorial cartoonist and anything else the paper needed.

"In two years' time I got a greater education than in seven years of college," he says. "I learned how to do everything."

That grounding in newspaper basics ultimately proved invaluable in his rise to and tenure as the chief executive of the eighth-largest newspaper company in the country.

And in the past few years, it came in handy as Estlow—at 65 still as trim as in his days as a star college athlete—emerged as one of the leading troubleshooters for the entire newspaper industry.

"There's never been a job that he has taken on that he hasn't put 100 percent of himself into," says ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle.

Estlow is chairman of the joint effort by ANPA and the Newspaper Advertising Bureau to deal with issues involving the Audit Bureau of Circulations. In that capacity, he has led the newspaper industry into greater participation in ABC affairs than ever before. "He has exhibited the patience of Job, the wisdom of Solomon and the toughness of a chief executive officer to bring together an industry consensus" on ABC issues, Johnson says.

The Scripps-Howard CEO also is chairman of the Newspaper Insurance Advisory Group, which offers advice to Mutual Insurance Co. Ltd. on matters regarding libel, strike and First Amendment insurance. He recently has had to deal head-on with the matter of libel rate increases spurred by heavy claim payouts. (See story, p. 16.)

As his own company's chief executive, Estlow had to deal with another dicey problem—sale of money-losing United Press International. E.W. Scripps Co., the Scripps-Howard subsidiary that sold the wire service in June 1982, and the new owners agreed not to discuss terms of the agreement. Estlow sticks to that promise. He also refuses to comment on the future of UPI, which in the last quarter of 1984 posted its first profit since 1963 [**presstime**, Feb. 1985, p. 52].

Executives who serve on the numerous boards with him agree that Estlow handles his tough leadership chores in a facile, low-key manner that belies the long and difficult work involved.

One of his strengths is that he is "very confident and knowledgeable about our industry," says Richard E. Diamond, publisher of the Staten Island (N.Y.) Advance. "He has the respect of everybody in the business. There's no question about that."

Estlow also gets high marks from Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., who says the Scripps-Howard executive wrestles the "bread and butter issues of the business very effectively."

That may be because he sees them so clearly. Newspapers' biggest short-term challenge, he says, is "to get a larger share of the advertising market."

Newspapers' biggest long-term problem, he believes, is "to determine how the consumer is going to want his information" in the future and adjusting products accordingly.

That conceivably could mean such things as redesigning—or changing the "segmenting" of—newspapers, or offering an electronic information delivery system. "We need to be one step ahead of where we are today."

But Estlow also can look at the past. And he enjoys recalling parts of it.

For example, one time at his New Mexico weekly he forgot to lock the forms on the paper's flatbed press. When the press was turned on, metal type flew everywhere.

More somberly he recalls a lasting disappointment: having to close the Washington Daily News in 1972. "Washington, D.C., would not support three daily newspapers, and the Daily News was the smallest."

Although Estlow had always harbored the wish to work for newspapers, he did not enter the business until age 30. He earned a bachelor's degree in 1942 from the University of Denver, where he starred in football and track. He was so good in football that he "signed with the Pittsburgh Steelers, but (World War II) came along and saved my life."

The same year he joined the U.S. Air Force and, as a captain, helped establish training schools at universities for cadets waiting to enter pre-flight school. He could not pursue flight school himself because of nearsightedness.

After the war, he returned to the University of Denver Law School and graduated in 1949, but he never took a bar exam. Instead, he went directly to the Lovington Press to assume its management at the invitation of his father-in-law, who owned the paper.

He stayed at the Press until it was sold in 1952. Then he joined Scripps-Howard's Rocky Mountain News in Denver as an ad salesman. He rose steadily: to personnel manager and vice president/business manager of the News, and then, following a 1970 move to corporate headquarters then located in New York, to assistant general business manager, general business manager and, in 1976, president and chief executive officer.

He enjoys painting on weekends and is an expert fisherman with special interest in fly-casting. He also enjoys skiing, tennis and golf.

Estlow and his wife, Charlotte, live in Cincinnati where Scripps-Howard moved its corporate headquarters in 1977. They have four daughters. ☐

Libel suits are being used as weapons against the press

BY JAMES K. BATTEN

Why has the press recently become so concerned about its relatively low standing in the eyes of the public? Why is this such a big deal? Doesn't the First Amendment protect us from the shifting tides of public opinion? Didn't the Founding Fathers intend to safeguard all kinds of expression—even the irresponsible and unfair and inaccurate—on the grounds that such was the acceptable price of freedom?

In constitutional theory, of course, the answer is yes.

That was the Madisonian ideal, and it has served our nation well for a couple of hundred years.

But the 1980s are different from the 1780s. Sometimes we mindlessly behave as if the freedoms bequeathed by the Founding Fathers are automatically self-perpetuating. But they are not—and I can think of no assumption that is more wrongheaded and dangerous to the cause of a free press in America.

If the people of the United States—your neighbors and mine—continue to believe that freedom of the press serves them well today, then we will have all the allies we need in this battle.

But if our fellow citizens ultimately distrust their press, if they feel the need not to protect the press but to be protected from it, then we will see erosion of First Amendment values, or worse. Mr. Madison and Mr. Jefferson will be little help to us.

Is all this jumping at shadows? I wish it were. I believe we are seeing clear-cut evidence that the lack of respect—not love, respect—is beginning to produce some insidiously tangible results. The evidence is all around us, but let's zero in on one particular aspect of this climate of public opinion—the current rush of libel cases around the country.

Most of you know the factual circumstances as well as I do:

James K. Batten

- The volume of libel suits being brought against the press seems to be far greater than ever before in our history. And judges are much more likely to order jury trials in libel cases now. When those cases get to the juries, we lose almost two-thirds of the time. In the early '80s, the loss rate was more than eight out of 10, so things have improved somewhat, but the record continues to be ominous.
- Juries not only are holding disproportionately for the plaintiffs, they are also awarding huge judgments. In 80 libel cases studied by the Libel Defense Resource Center between 1980 and 1983, the average judgment was close to $2.2 million. Until 1980, there had been only one million-dollar libel award in our history. Since then, there have been two dozen million-plus awards.

It is true, of course, that upwards of 70 percent of the libel verdicts against us are overturned on appeal. And in another 10 percent, the awards are substantially reduced.

But whenever vindication comes, whether it is early or late (assuming it comes at all), the price for a newspaper can be painfully high. High not only in legal fees, but in serious diversion from the demanding jobs we need to be doing back at the office. High also in the cost of libel insurance, which is moving up sharply. (See story, p. 16.)

What does this all mean? Where are we headed?

I believe we are seeing the emergence of libel suits as a weapon which public officials—senators, generals, judges and county commissioners—are seizing upon to re-cast their relationship with the press, radio and television.

And they are finding, in many cases, enthusiastic allies in those ordinary citizens who serve on American juries and are eager, it seems, to cut us down to size. In the process, fundamental First Amendment values may also get cut down.

The relationship between public officials and the press has been shaped over the past two decades by the Supreme Court's landmark 1964 decision in *New York Times v. Sullivan.*

As Mr. Justice Brennan said for the court in that case, our country has "a profound national commitment to the principle that debate on public issues should be uninhibited, robust, and wide-open." For that reason, the court in *Sullivan* wrote a set of rules that gave the press some elbow room in its coverage of public officials.

Many public officials, understandably enough, would have preferred press coverage that was somewhat less uninhibited, less robust, less wide-open. And now, the national spasm of libel litigation strikes many of them as a long-sought opportunity to redress the balance.

Is this good for the country? I know some editors who privately believe it may be—or at least who are not particularly troubled at what is going on. The attitude seems to be that the libel specter will encourage more desirable caution, more meticulous attention to accuracy and fairness.

Perhaps, in some editorial offices, that will prove to be the case, although I wonder about editors who require this sort of prod to run their papers the way they should.

My own feeling is one of some foreboding. There has been a great deal of talk about the "chilling effect" of the Sharon and Westmoreland cases, but I fear that the chill has already begun to set in, in ways both overt and subtle.

Dick Schmidt, ASNE's general counsel who advises editors around the country, says that increasingly his conversations

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Batten is president of Knight-Ridder Newspapers Inc. This article is excerpted from a speech he gave Jan. 25 to the North Carolina Press Association.

about specific stories end with the editor saying, "Oh hell, let's drop the thing, it's not worth it to me. I can't afford the risk."

Gene Roberts, executive editor of The Philadelphia Inquirer, not long ago quoted Irvin Lieberman, a suburban Philadelphia newspaper publisher who recently lost one libel case for $150,000 and settled another for $100,000:

"I've gotten out of the investigative reporting business entirely. Because of the threat of libel and what it can do, I've been chilled. I have reluctantly emasculated my business. I have become a bland, profit-making operation. . . . I can't jeopardize my family business on balance against my First Amendment responsibilities as a publisher."

LIBEL
LIBEL
LIBEL

Johnstone Quinan

This is not just a phenomenon in and around the edges of America's big cities. In Greenwood, Miss., where John Emmerich publishes the 9,000-circulation Greenwood Commonwealth, the paper faces two $20-million libel suits, one brought by the president of the county board of supervisors. The publishing courage of the Emmerich family in Mississippi at the peak of civil-rights strife in the 1960s is one of the proudest stories in modern American newspapering. Now John Emmerich faces a different kind of threat, and he acknowledges that these libel suits, inevitably, have colored the atmosphere in which he and his editors and reporters do their job.

Have Emmerich and his paper been chilled? "We are trying not to be, but we probably have been, and it galls the hell out of me." John went on to say that in these circumstances, he finds that he must lean over backwards to demonstrate that he bears no malice toward this politician.

So far, the surge of libel activity and its byproducts has not spread pervasively across the country. But the libel threat can surface anywhere, anytime, without warning. The bell tolls for us all.

What can be done about it?

For openers, we can stay the course in the push to make our newspapers as accurate and fair and balanced as fallible human beings can make them. That is one of the great causes of our professional careers, and we must not grow weary of it.

It is true that the First Amendment does not require us to be fair. But we would be irresponsible in the extreme—and just plain dumb—to take easy refuge in that protection. The Constitution may not require fairness, but the American people do.

Surveys show that most Americans don't know what the First Amendment says or means. But they do know what fairness is all about—and they say they support laws to force us to be fair.

As we push to improve our reputation for fairness and accuracy, we must reject the simple-minded argument that the only alternative to hard-hitting newspapering is a milquetoast, don't-make-anybody-mad approach to the news. That's a phony choice.

Some of the best newspapers I know of in the United States today are working equally hard to cover the news in searching, intelligent ways, and at the same time to reach out to their communities and their readers.

They are as manic about rooting out inaccuracy in the newspaper as they are about rooting out wrongdoing at City Hall. They are as impatient with arrogance in the newsroom as they are with high-handedness at the courthouse.

They are also determined to see the world whole, to report the good news as well as the bad, to celebrate individual and community successes while chronicling the shortfalls. They understand the truth of (Gannett Co. chairman) Al Neuharth's point when he warned: "It is the constant negative tone that is getting the public down on the press and paves the way for demagogues on the left and the right to rally people against the press to further their own causes."

We can't afford to do only part of our job. In other, less demanding times, we may have gotten away with it. But in the 1980s and 1990s, we must do the whole job—or put newspapers' future at risk.

That's part of the answer to the country's libel binge, and a critically important part. Another is educate the nation's opinion-makers, including our judges, about the dangers of the present state of affairs. Those implications are not fully grasped today, and we all must help change that.

Happily, there are signs that the dangers are beginning to be understood. One of those signs came last December in a thoughtfully potent opinion by Judge Robert Bork of the U.S. Court of Appeals for the District of Columbia. The case involved a column by Evans and Novak, in which they said some unpleasant things about a Marxist professor at the University of Maryland.

Bork, a highly regarded conservative said to be high on President Reagan's list of potential Supreme Court nominees, was part of a 6-to-5 majority that voted to dismiss the professor's $6-million libel suit against Evans and Novak.

The case, Bork writes, "arouses concern that a freshening stream of libel actions, which often seem as much designed to punish writers and publications as to recover damages for real injuries, may threaten the public and constitutional interest in free, and frequently rough, discussion."

The judge refers to the professor's request for $6 million in damages and points out: "In the field of journalism, these are enormous sums. They are quite capable of silencing political commentators forever."

Then Bork says: "The American press is extraordinarily free and vigorous, as it should be. It should be, not because it is free of inaccuracy, oversimplification, and bias, but because the alternative to that freedom is worse than those failings."

Judge Bork writes that *New York Times v. Sullivan* "seems not to have provided in full measure the protection for the marketplace of ideas that it was designed to do. Instead, in the past few years a remarkable upsurge in libel actions, accompanied by a startling inflation in damage awards, has threatened to impose a self-censorship on the press which can as effectively inhibit debate and criticism as would overt governmental regulation that the First Amendment most certainly would not permit."

Judge Bork has gone to the heart of the issue. May his tribe increase. ☐

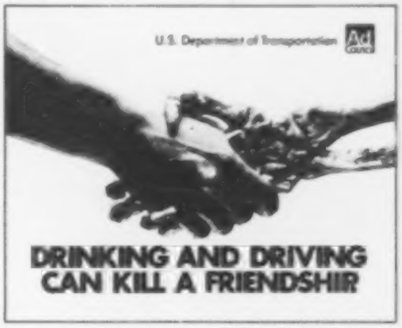
LEGISLATION

Feds have little interest in restricting liquor advertising

Despite a lot of attention this year, the federal government is showing little enthusiasm for restricting advertising of alcoholic beverages.

Sen. Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcoholism and Drug Abuse, has "absolutely" no plans to introduce legislation following her panel's Feb. 7 hearing on broadcast beer and wine advertising.

Furthermore, at the hearing, Federal Trade Commission Chairman James C. Miller III said it was "unlikely the FTC will mount a frontal assault on alcohol advertising" because there was little evidence that reducing it would reduce alcohol abuse. The FTC has been asked by a national coalition to limit alcoholic-beverage marketing [**presstime**, Jan. 1984, p. 36].



Ad available from Advertising Council

Miller told the Hawkins subcommittee that a federal interagency committee might be formed to evaluate and make recommendations on efforts being made to educate the public about alcohol abuse.

Hawkins called the hearing after several members of the House of Representatives indicated that if introduced, a measure to ban the broadcasting of beer and wine commercials would "sail right through" the House, a subcommittee spokesman said.

As of late February, no bills had been introduced in the 99th Congress to ban broadcast advertising of alcoholic beverages.

However, a bill authorizing a study on whether there is a link between advertising and alcohol abuse was submitted Jan. 30 by Rep. Howard C. Nielsen (R-Utah).

Meanwhile, on the state level, the Georgia House Jan. 22 rejected, by a 118 to 46 vote, a bill that would ban alcohol-advertising.

In recent months, broadcasters have stepped up public service campaigns against alcohol abuse and drunk driving.

ANPA Counsel René P. Brown has asked newspapers that have devoted advertising or editorial space to the subjects to send examples to her at The Newspaper Center in Reston. ☐

Tax bills target circulation expense deductions

Two major tax bills before Congress would require newspapers to stretch out tax deductions for circulation expenses rather than claim the entire amount in the year in which they are incurred.

One proposal, authored by Sen. Bill Bradley (D-N.J.) and Rep. Richard A. Gephardt (D-Mo.), would require expenditures to "establish, maintain, or increase the circulation of a newspaper, magazine, or other periodical" to be taken as a deduction in equal parts over a 10-year period. The other proposal, whose principal sponsors are Rep. Jack Kemp (R-N.Y.) and Sen. Robert W. Kasten Jr. (R-Wis.), stipulates a five-year period.

The Magazine Publishers Association is "strongly opposed" to the plans, according to Chapin Carpenter Jr., MPA senior vice president. Although the legislation also was introduced in the last Congress and received no action, Carpenter said the bills are of major concern now because of the priority being given tax simplification by the Reagan administration.

ANPA is studying the legislation, including whether covered circulation expenses would include such things as advertising for subscribers, telephone solicitations, rack cards, etc.

The House Ways and Means Committee held its first hearing on tax reform proposals Feb. 27. ☐

REGULATIONS

IRS eases rule on record-keeping for company cars

After being bombarded with protests, including objections filed by ANPA, the Internal Revenue Service modified its new rules on the personal use of company cars.

The rules implement a provision of the Deficit Reduction Act of 1984 designed to crack down on excessive business tax deductions.

Under the regulations, placed in force this year, employees who drive company cars must keep detailed trip logs to support business tax deductions. Employers then use the records to calculate the value of the personal use of the car, which then is added to the employee's taxable income.

That overall objective of the regulations remains in effect. However, IRS Jan. 25 announced it would ease its record-keeping requirements.

Among other things, the agency eliminated the "contemporaneous"—that is, as soon as it happens—record-keeping requirement if the personal use of the vehicles is limited to commuting or short trips during the business day. It also reduced the number of entries required if a vehicle is used for a series of business trips during a day.

Meanwhile, the House Ways and Means Committee scheduled a hearing March 4 on the record-keeping requirements. Several bills have been introduced to repeal the law.

In objecting to the IRS rules before they were modified, ANPA called them "unwise, unnecessary and improper."

Complying with them would result in "substantial" increased costs to newspapers, the Association said. "Of course, increased costs must be paid through increased revenues from advertising and/or sales to readers," it added.

The new law has caused some newspapers to eliminate company cars or curtail their use, according to Carolyn Pictor, director of finance for Fort Wayne (Ind.) Newspapers Inc., who recently polled some members of the International Newspaper Financial Executives on the issue. Results of the survey, which went out to members of INFE's Information Exchange Committee, will be published in the INFE publication Newspaper Controller. ☐

ANPA may play role in coordinating frequencies used by newspapers

Pending approval of the ANPA Telecommunications and Executive committees, ANPA intends to indicate its availability this month with the Federal Communications Commission to serve as the frequency coordinating committee for the Relay Press Radio Service.

The service is a block of frequencies set aside for use by newspapers and wire services for their two-way mobile radio systems.

The FCC has proposed requiring all private radio services to have a frequency coordinating committee to review applications for new hookups or modifications to existing operations.

Meanwhile, the threat that Relay Press would be consolidated with two other groups of special-use private land mobile radio services has dissipated.

The Special Industrial Radio Service Association Jan. 4 withdrew its merger request to the FCC. The consolidation was overwhelmingly opposed by the 200 newspapers with licenses to operate radios on Relay Press frequencies that returned an ANPA questionnaire on SIRSA's plan [presstime, Dec. 1984, p. 34]. ☐

Fairness doctrine views reiterated

ANPA restated its support of efforts to free broadcasters from fairness-doctrine obligations in hearings before the Federal Communications Commission.

ANPA Telecommunications Committee Vice Chairman Robert M. Johnson of Newsday said the printed press provides a "rather successful model" for achieving fairness. "The public demands we be fair, and we police ourselves . . . to ensure we meet this standard," Johnson also said.

The FCC hearings were held Feb. 7-8 as part of a review of the controversial doctrine [presstime, Nov. 1984, p. 35]. ☐

AT&T tariff opposed

Dow Jones & Co. and the Associated Press were among those protesting AT&T's Jan. 18 private line tariff request to the Federal Communications Commission.

A Dow Jones spokesman said the company's annual phone bill could increase by as much as $5 million, and an AP spokesman predicted the wire service's increase would be "substantial" in some situations. ☐

COURTS

Virginia libel standard set

The Virginia Supreme Court Feb. 1 issued a consolidated opinion in four libel cases that establishes a negligence standard for deciding libel cases involving private individuals in the state.

The standard requires a libel plaintiff to prove negligence on the part of the media or private-individual defendant in order to recover compensatory damages.

It applies only in cases where there is "substantial danger" to the plaintiff's reputation from the defamatory statement, the court said; otherwise, malice must be established.

The opinion came in cases involving newspapers in Charlottesville, Alexandria and Goochland County, and one private individual. ☐

COURT BRIEFS

- Retired Army Gen. William C. **Westmoreland** Feb. 18 dropped his $120-million libel suit against CBS Inc.

Westmoreland claimed he had been libeled by a 1982 CBS documentary, "The Uncounted Enemy: A Vietnam Deception," that reported he misrepresented enemy troop strength when he was commander of U.S. ground forces in Vietnam.

The trial was into its fifth month when the abrupt end came. In a joint statement, the parties said that "their respective positions have been effectively placed before the public for its consideration" and that continuing the case would serve no further purpose.

- The New York Post has **settled a $470,000 libel judgment** against it.

In return for dropping further appeals, the Post agreed to pay $490,000 instead of the $552,000 that was the total of the damages plus interest.

According to a Post spokesman, the decision not to pursue the case was made at the insistence of the newspaper's insurance company.

The suit was brought by Greenleigh Associates Inc., a now-defunct consulting firm, over two articles published in 1977.

The New York Supreme Court Appellate Division had affirmed a lower court verdict against the newspaper but reduced the original damage award of $750,000.

- Former Philadelphia Mayor Frank Rizzo filed a **libel suit** against the Philadelphia Daily News over a reference to him in an in-house, mock edition of the newspaper designed as a goodbye gag for a staffer leaving the newspaper.

It is the second Rizzo libel suit currently pending against the Daily News in the Court of Common Pleas in Philadelphia. The other is based on an editorial cartoon.

- The Illinois Supreme Court Jan. 22 permanently authorized the **photographing, broadcasting and televising of proceedings** in the state's appellate courts. Such coverage had been allowed in those courts on an experimental basis since November 1983.

However, the court ruled 4-3 not to extend the authorization to trial courts.

- A second out-of-court settlement was reached Jan. 17 in the $3.65-million **invasion-of-privacy suit** against The New Mexican of Santa Fe filed by the Indians of the Santo Domingo Pueblo. Among other things, the newspaper agreed to print an apology reviewed by both parties and to give the Indian tribe money for scholarships, internships for its youth and some free advertising [presstime, Nov. 1984, p. 34].

- An **out-of-court settlement** has been reached in a lawsuit filed by Brown Newspapers of California against Ingersoll Publications of Sharon, Conn., in a dispute arising from the closings last year of the Berkeley (Calif.) Gazette and its sister paper, the Contra Costa Independent of Richmond, Calif.

At issue was ownership of the newspapers and responsibility for debts owed BarclaysAmerican/Business Credit Inc. of Hartford, Conn. [presstime, June 1984, p. 70].

Terms of the settlement were not disclosed, but the Associated Press reported that the Brown family would pay Barclays "in the magnitude of $1 million" over 10 years and that Ingersoll would pay "a relatively small portion."

- A New Jersey Superior Court judge vacated the conviction of a reporter for the Morristown Daily Record who had been found guilty of **impersonating** a morgue official to obtain interviews with the family of a murder victim [presstime, Oct. 1984, p. 20].

ANPA opposes FOIA exemption for postal records

ANPA has urged the U.S. Postal Service to withdraw a proposal to seal certain records on all second-, third- and fourth-class mail. The service wants an exemption for the information under the federal Freedom of Information Act.

USPS said it does not want to release information such as the volume of third-class mail entered by direct-mail firms—or information on second-class newspapers—because mailers' confidential business information may be disclosed.

The proposal is intended to "protect customers' mail privacy," Postal Service officials said. It also would clear up inconsistent practices of releasing information, they said.

ANPA said it questions "whether disclosure of bulk mailing figures causes any harm to mailers at all." It said release of aggregate mailing figures "tells little about the mailer that any person with a mailbox cannot deduce. . . . Knowing even the amount of postage paid tells nothing that a competitor could not glean through researching the Domestic Mail Manual."

The Association added that release of the "sparse details of a statement of mailing" would fall far short of resulting in the sort of substantial harm that must be shown for an FOIA exemption.

ANPA Vice President and General Counsel W. Terry Maguire said some newspapers recently have reported being denied access to postal information on competitors. ☐

Canada Post, workers reach impasse

A Canadian labor conciliation commissioner Feb. 28 was scheduled to submit recommendations for a new labor contract between Canada Post Corp. and its biggest union, the 23,000-member Canadian Union of Postal Workers.

Canada Post and the union reached an impasse in talks Feb. 15. The major stumbling block was job security for union members, said Post spokesman John Caines.

He said the commissioner's report could lead to settlement on a new labor contract or further negotiations toward that end.

Or it could lead to continuation of the stalemate with the possibility of a strike and Canada Post shutdown, Caines said. CUPW members in late February were voting on whether to strike in that instance. A strike legally could begin seven days after the commissioner submits his report.

CUPW last struck Canada Post in 1981 with a 42-day walkout [presstime, Sept. 1981, p. 12]. ☐

ANPA issues guidelines on 2nd-class non-subscriber mail

ANPA has produced a "how-to" pamphlet on the use of second-class mail for non-subscriber mailings.

Many newspapers have found they can take advantage of the often lower prices and usually faster service of second-class for total- or target-market-coverage programs. The ANPA publication, "Improving Your Market Position through Second-Class Mail," was developed because of confusion over the morass of postal regulations.

Copies are available from the ANPA Legal Department at The Newspaper Center in Reston.

Advo complaint unfounded, USPS says

The U.S. Postal Service has characterized as unfounded Advo-System Inc.'s complaint to the Postal Rate Commission about newspapers' use of second-class mail for non-subscriber mailings.

In comments to the commission, USPS denied that its rules are broken when newspapers mail an extra issue—effectively, a total-market-coverage product—via second-class.

The Postal Service also said Advo's complaint should be dismissed because the commission does not have jurisdiction to hear the case.

ANPA plans to comment early this month in support of the USPS position. The Association believes that existing postal rules allow some forms of second-class delivery to non-subscribers [presstime, Feb. 1985, p. 34]. ☐

Strapped in by

State newspaper organizations are beginning to seek exemptions from mandatory seat belt laws for newspaper delivery vehicles.

These vehicles make frequent stops, they point out, and having to take a seat belt on and off repeatedly is inconvenient and counterproductive.

Three states currently have mandatory seat belt laws, and 32 others had bills introduced in their legislatures this year.

Of particular concern are motor-route drivers. Typically, they reach across the front seat of a vehicle, roll down the window and insert the newspaper into a tube. This is difficult, if not impossible, to do while restrained by a conventional seat belt, according to some newspaper circulation directors.

The New York State Publishers Association is lobbying for an exemption to that state's first-in-the-nation seat belt law, which took effect Dec. 1. "We figure that each month we probably have people who have to buckle and unbuckle about 13 million times," said John D. Kutzer, NYSPA executive director.

A bill introduced at the request of NYSPA would exempt "operators who in the course of their employment make deliveries without exiting their vehicle, such as but not limited to rural mail carriers." This kind of "blanket" exemption suits newspapers' needs, Kutzer said.

In Virginia, it was a proposed exemption for mail carriers that sparked the idea that newspapers also should be exempt,

seat-belt laws

reported Ray Carlsen, executive manager of the Virginia Press Association.

VPA last month got the Virginia House of Delegates to exempt "any person while operating a motor vehicle and performing the duties of rural motor newspaper route carrier, newspaper bundle hauler or newspaper rack carrier." The seat belt bill later died in the Senate.

At least one other state newspaper association, Ohio's, is known to be considering seeking an exemption.

In addition to New York, New Jersey and Illinois have seat belt laws, but both contain exemptions that could apply to some newspaper delivery.

New Jersey's law, which took effect March 1, applies only to passenger vehicles. Illinois' law, which takes effect July 1, exempts a "driver or passenger frequently stopping and leaving the vehicle or delivering property from the vehicle, if the speed of the vehicle between stops does not exceed 15 miles per hour."

In Canada, eight of 10 provinces require seat belt use. Ontario's law, adopted in 1976, served as a model for the others. It grants an exemption for persons engaged in work that requires them to get in and out of their vehicles frequently, provided that the vehicle's speed does not exceed 40 kilometers (25 miles) per hour.

—Margaret Genovese

Seat belt hampers carrier Frank Swinney of Capital Newspapers, Albany, N.Y.

Skip Dickstein, Capital Newspapers

Red Cross to sponsor meeting on 'Safety of Journalists'

The International Committee of the Red Cross has invited 16 press organizations to an April 23-24 meeting in Switzerland on "The Safety of Journalists on Dangerous Professional Missions."

This meeting—with half the invited groups based in Western countries, the other half in Third World or Communist nations—is considered by some press observers to be an alternative to a proposed meeting in Mexico City, which did not include Western free-press groups.

Dana Bullen, executive director of the World Press Freedom Committee, said he was "encouraged by the even-handed approach the ICRC is taking, including emphasis on first analyzing the hazards facing journalists before leaping to conclusions about what might be suggested in this sensitive field."

ANPA had joined the chorus of concern by Western press groups fearful that the proposed Mexico City meeting might lead to "licensing" of journalists in the guise of providing for their "protection." That meeting, originally set for March, has now been postponed to an unspecified date [**presstime**, Nov. 1984, p. 44]. ☐

FIEJ to assess future finances, services

The board of directors of the International Federation of Newspaper Publishers has approved a 51-percent dues increase recommended several months ago.

Because of the strengthening value of the American dollar relative to the French franc (in which dues are assessed), the actual increase for ANPA will only be about 28 percent—increasing the 1984 dues of about $22,700 to about $29,000 in 1985 (at current exchange rates) [**presstime**, Nov. 1984, p. 44].

In a compromise move, the board voted the increase for only one year, agreeing to reassess the federation's financial future before determining a long-term dues structure.

To facilitate the planning process, the board recommended that a consultant be hired to survey the organization's membership.

This survey will "examine what the members want the organization to do and what they are willing to pay to get the job done," said K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., who represents ANPA on the Planning and Perspectives Committee that recommended these changes to the board. ☐

WORLD PRESS NOTES

- The 1985 winner of the **Golden Pen of Freedom** is Joaquin 'Chino' Roces, former publisher of The Manila Times, who has been held under house arrest by the Philippine government since 1983. The paper was the Far East's largest circulation English-language daily when it was closed by the Marcos regime in 1972.

The award is presented yearly by the International Federation of Newspaper Publishers, or FIEJ, to a journalist making an outstanding contribution to press freedom.

- Jeremy Levin, Beirut bureau chief for Cable News Network, who had been missing since he was kidnapped in March 1984, **escaped in mid-February**. Claiming responsibility for his captivity [**presstime**, Feb. 1985, p. 32] was the radical Moslem group, Islamic Jihad (Islamic Holy War).

- Severe **press restrictions** already in effect **in Chile** will be extended through April, according to a 90-day extension imposed by the military government in early February.

As part of the declared "state of seige," six opposition magazines were closed in November and political news, particularly about opposition to the military regime, has been severely censored [**presstime**, Jan. 1985, p. 47].

- The Brussels-based International Federation of Journalists has formally **protested the action of the Indian government** in charging an Indian reporter for the Associated Press with sedition and inciting domestic discord. These allegations against Brahma Chellaney grew out of his reporting the actions of Indian troops in their attack on a Sikh stronghold in the Punjab last June [**presstime**, Jan. 1985, p. 47].

Seattle Times develops portable computer, cellular radio unit

A portable unit for sending data using a cellular telephone has been developed at The Seattle Times.

The unit marries a Radio Shack TRS-80 Model 100 portable computer with a General Electric GE Star portable cellular telephone.

Cellular communications is a new type of radio-telephone technology using low-powered antennas located in zones, or "cells," of an area to send and receive calls.

Other news organizations have pioneered in the use of portable cellular phones for voice communication [presstime, May 1984, p. 14]. And The Register in Santa Ana, Calif., claims to be the first newspaper to transmit stories using TRS-80 Model 100s and cellular car telephones, having done so during the 1984 Summer Olympic Games in Los Angeles.

But the Times may be the first with an all-portable combination.

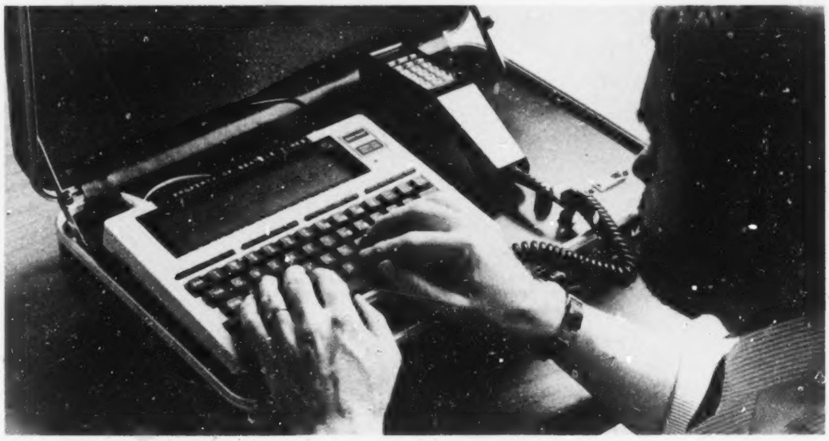
The Times experimented with the concept for several months and put the unit into operation in February, according to Steve Raymond, systems editor.

The cost of the unit, including a custom-built suitcase to carry it but excluding the cost of the computer, was $3,245.

The only disappointment has been the unit's weight, 35 pounds. "Slightly built reporters will have trouble packing it around," Raymond said. The heft is primarily attributable to the batteries required to operate the phone. The unit contains sufficient battery power to transmit continually for an hour and a half. The phone also can be plugged into a wall outlet or a car cigarette lighter.

Although both Raymond and Gary R. Lycan, The Register's assistant managing editor for operations, are enthusiastic about data transmission using cellular phones, they have found a few limitations. Lycan noted that data cannot be transmitted using a car-based cellular phone while the vehicle is moving because going from cell to cell interrupts the data flow. And Raymond said he found data were not faithfully transmitted from within a building with a metal roof.

Meanwhile, the investigation continues into newspaper uses for cellular phones. Raymond reported the Times successfully transmitted a photograph using the cellular phone and a portable scanner. ☐



Biggest drawback is weight: Case weighs 35 pounds because of heavy batteries.

TELECOMMUNICATIONS NOTES

- American Telephone & Telegraph Co. said it is talking with "a number of companies" about **starting a videotex service**. None is a newspaper company.

An AT&T spokesman said the company wants to provide electronic financial services. "We're not interested in electronic publishing," he said.

The spokesman said AT&T has signed no agreements nor made any announcements. New York's Chemical Bank, Time Inc. and Bank of America reportedly are possible participants in the system.

- Harris Electronic News, a videotex service of Harris Enterprises Inc., has **suspended operations**. The service, sold to consumers for more than two years, switched in October to selling to other database operators [presstime, Oct. 1984, p. 41].

A Harris official said the electronic news system will be kept ready for revival if a market develops.

- Knight-Ridder Newspapers' videotex system **cut its rate for Viewtron subscribers** who lease an AT&T Sceptre terminal. The monthly rate dropped March 1 by about 40 percent to $24.95.

In another step to attract needed customers [presstime, Dec. 1984, p. 25], Viewtron this summer is expected to be made accessible to users of personal computers through use of a new software program. No pricing structure for this service has been announced.

- The ANPA Telecommunications Department has produced a **"how-to" guide for negotiating contracts** in electronic publishing ventures. It also has compiled a **booklet of reprints** of presstime articles on the status of newspapers and the telecommunications industry.

Copies of the publications are available from the Telecommunications Department at The Newspaper Center in Reston.

- Chillicothe (Ohio) Telephone Co., an independent local firm that is not bound by terms of the AT&T consent decree, said it will launch in early April a **commercial videotex program** called Vicom Information Service.

The service will follow a 50-home test begun last November. Access is through personal computers or through terminals available by lease or purchase from Vicom.

Chillicothe Telephone has hired a three-person news staff to provide local news, weather and sports scores. The service also will provide retail and classified advertising.

Advertising and news departments both must cater to readers

BY JOHN A. WOLF

Be faithful to the reader and court the national advertiser: These goals aren't conflicting; rather, they're bound as tightly as protons and neutrons—and are equally as important to the continued success of our business.

The recent INAME Sales Conference revolved around this maxim, and after four days of the most intensive programming the organization has offered, hundreds of advertising and marketing executives returned home with it fixed in their minds.

Richard G. Capen Jr. first proposed the interdependent goals in his keynote address. Ultimately, he reminded us, the advertising department must be concerned with the reader. "You have as much at stake (as the editorial department). . . . We're all in it together," he said. Satisfying both the reader and the advertiser results from careful marketing, and the chairman and publisher of The Miami Herald urged us to "encourage marketing in a total sense across the newspaper." Capen related an example from the Herald: a yearly "think-tank" when all department heads sit together and establish the direction of the newspaper—a marketing function "to help our readers and thereby satisfy our roles."

INAME members embraced Capen's challenge—and those of the 80-plus speakers who followed him—during this conference on "Strategies for Success."

National advertising emerged clearly as offering our greatest potential for growth. We are the oldest commercial medium, and we sell with the confidence that comes from a deep understanding of our product and the results we produce for our customers. But in many respects, we are suddenly a new, young medium with many challenges ahead. We still must make our medium more attractive for the national advertiser.

Although quick to acknowledge newspapers' unique benefits, national advertisers and their agency executives told conference-goers the reasons we hold only a 12-percent share of national consumer advertising business. None of those reasons is unfamiliar; most, we already are tackling.

John A. Wolf

Stan Richards, "an outspoken, unabashed fan of newspapers," declared newspapers' size endears the medium to ad agencies' creative people: "It's the largest canvas I can use," he said. "If my ad is well-conceived . . . I can stop you in your tracks. No other medium has that power to arrest."

Richards, a principal partner in the Richards Group of Dallas, voiced, however, an often-heard complaint. "Buying newspapers is not as easy as buying other media."

Another confessed fan, Julian Clopet, president of Ogilvy & Mather-Canada, Toronto, added five suggestions:

- Make newspapers more measurable, more product-specific, and expand research.
- Make newspapers more glamorous, and promote this.
- Improve attitudes of newspaper people toward national advertisers and their agencies, who often "are perceived as second-class."
- Encourage innovation.
- Realize television isn't newspapers' only competitor. "Most major marketers today don't regard direct mail simply as junk mail."

Clopet urged us to nurture a "symbiotic relationship" with television, recognizing that the two media have distinct strengths and building on their differences. "As a consumer, would you make a buying decision on a complex product based on a 60-second commercial?" he asked. Answering that question in the negative, he demonstrated by showing a spot that, although dramatic, left many unanswered questions about an AT&T computer system. "Newspapers are the perfect medium," Clopet said. "Newspapers clinch the sale."

Eugene C. Patterson, chairman and CEO of the St. Petersburg Times and Evening Independent, proposed that the "challenge of national advertising is mainly one of creativity." Nearly every advertiser and agency executive on the program related our need for creativity to our lack of good, standardized color—another problem we already recognized.

"Newspapers are now the only visual medium that is not considered a full-color medium," said Craig C. Standen, Newspaper Advertising Bureau president. Although research has documented that newspaper color ads "generate impact scores that are greater than the added costs . . . many newspapers continue to feel they are carrying all the color they really want to run, or because of capacity problems, all the color they can run," he said. "There's a new drive to upgrade our color."

Addressing production problems, exploring advertiser incentives, converting preprints to ROP, and maintaining share against direct mail and broadcast competitors all were popular topics during the Jan. 27-30 conference, which attracted record total attendance of more than 1,400. We have a better understanding of our reader, a clearer picture of our competition and new strategic opportunities. ☐

Wolf, senior vice president of the Dallas Times Herald, is the newly elected president of the International Newspaper Advertising and Marketing Executives.

Study will explore insert trends

Printing Industries of America and a consulting firm will conduct a yearlong study on the trends and growth of inserts in the "changing newspaper marketplace" for the next five years.

The study, "The Future of Insert/Flyer Marketing and Production: Trends and Critical Development 1985-1990," will focus on the marketing and production of inserts and will include a review of 1,000 collected samples across the nation.

Among topics to be studied are future patterns in use of advertising inserts and in distribution method and frequency.

The study will be completed by the first quarter of 1986, according to PIA, a trade association for the printing industry. ☐

AD/SAT joined by 2 other networks that can deliver national ads

As planning for the AD/SAT satellite ad-delivery system continues, two other networks have been formed that can offer national delivery of advertising.

One is a network of newspapers that produce high-quality color. It was organized by Gannett Media Sales as a "whole new vehicle" to spur color newspaper advertising, according to GMS President Ramon G. Gaulke.

The other is a satellite, facsimile-transmission service offered by The Washington Times to carry any type of printed material—from copy to architectural blueprints, according to Timothy R. Hutchens, Times national operations manager.

AD/SAT project coordinator N.S. "Buddy" Hayden said he does not think either the Gannett or Washington Times service will have much competitive impact on his project, which is being developed by the Robert Wold Co. It plans a 12-newspaper test later this year [presstime, Dec. 1984, p. 46]. He said the market likely will support only one major effort to deliver national ads by satellite.

The electronic hardware for AD/SAT has been designed by Matsushita Graphic Communications Systems of Japan. It consists of flat-bed scanners to be located at AD/SAT transmission facilities and drum recorders to be located at newspapers for reception of ads. Newspapers that are part of the system will need about a nine-foot-square area for the equipment.

The new Gannett color-ad service in late February had about 100 participating newspapers with 9.1-million total circulation. Through the network, national as well as retail advertisers can place one order for any or all the newspapers and receive one bill.

Advertisers must buy at least 1 million circulation, Gaulke said.

Advertisers supply GMS with one copy of the advertisement and GMS in turn provides it to all newspapers scheduled in the order. Ad delivery is primarily by mail, Gaulke said, but, when appropriate, separations will be relayed to USA Today printing plants via the national newspaper's satellite system.

Participating newspapers must print color at least equal to USA Today quality. "We are going to kick anybody out of it that doesn't produce quality up to USA Today standards," Gaulke said.

Two Gannett newspaper companies that had planned to be part of the AD/SAT test this year, The Cincinnati Enquirer and Westchester Rockland (N.Y.) Newspapers, withdrew upon Gannett's setting up the color network.

The Washington Times' new service will exploit the satellite transmission system established for the Times' national edition. Marketing of the new system was just getting under way in late February, Hutchens said.

The service is designed "not necessarily just for media companies," he said, but because the Times' satellite receiving stations are located at media locations, media-related materials will be prime candidates for the system's use. "Whatever anybody wants to send, that's fine," Hutchens said. ☐

Advo's Valentine resigns for personal reasons

John A. Valentine, president and chief executive officer of Advo-System Inc. and John Blair Marketing, announced in February that he will resign for personal reasons March 18.

Valentine has been a central figure in the rise of the direct-mail challenge for newspapers. Under his tutelage, Advo developed its shared-mail program called "Marriage Mail" into one of the leading services in which two or more ad circulars are combined to take advantage of low postal rates for third-class bulk mailings.

Valentine, who could not be reached for comment, will be succeeded at Advo by William W. McConnell, the company's current executive vice president, who has served in management there for 14 years. The new president of the couponing firm John Blair Marketing will be Steven Kampff, currently executive vice president.

Advo and Blair Marketing are subsidiaries of John Blair & Co., a marketing and communications firm that also owns five television stations, eight radio stations and other businesses. Advo and Blair Marketing were consolidated late last year to eliminate duplication of efforts [presstime, Dec. 1984, p. 35]. That consolidation remains, said Josef B. Rosenberg, Blair Co. vice president of communications. ☐

Newspapers' share of coupons reaches all-time high

Setting a new record, newspapers carried 82.1 percent of all manufacturers' cents-off coupons in 1984, according to figures released by the Nielsen Clearing House.

Also reaching a new high in 1984 were Sunday inserts, which carried more coupons than any other single form of advertising—42.7 percent of the total—an increase of 33 percent from 1983.

The next largest coupon categories—run-of-paper and co-op—declined. In 1984 only 17.3 percent of coupons ran ROP and 10 percent as part of co-op ads—down 17 and 18 percent, respectively.

However, the amount of coupons in mid-week inserts increased dramatically—by 37 percent to an 8.8-percent share of the coupon bonanza.

The annual report by Nielsen, which processes the lion's share of the nation's coupons, showed that coupon distribution in newspapers and overall was up just over 14 percent in 1984, going from nearly 143 billion in 1983 to over 163 billion last year [presstime, Dec. 1984, p. 13].

Contrasted with newspapers' success as coupon distributors, direct mail's share rose just one-tenth of a percent in 1984, accounting for only 4.4 percent of the total. And magazines declined from 10 percent to 8.5 percent of the coupon market. ☐

INAME Foundation nears fund-raising goal

The International Newspaper Advertising and Marketing Executives Foundation is more than two-thirds of the way to its goal of raising a $1-million capital fund.

Income from the fund will expand the Foundation's efforts to foster better understanding of newspaper advertising and marketing among college advertising students and faculty [presstime, Sept. 1984, p. 14].

The campaign began last June, and by late February contributions or pledges exceeding $700,000 had been received from among the 50 largest newspaper corporations whose support was solicited, according to Sidney W. Bordelon, INAME general manager and secretary-treasurer. In the next phase of the campaign the general INAME membership will be contacted. ☐

Five strategies for '85

BY CRAIG C. STANDEN

At the recent INAME convention, Leo Bogart and I outlined five strategies that we believe can help newspapers be successful this year. I'd like to use this column to share some highlights of these five strategies with you.

1. Improving our product. Upgrading newspaper color is, we believe, the number-one priority. Newspapers are now the only major visual medium that is not perceived as a full-color medium.

The bureau is working with ANPA and others to develop industry-wide initiatives that will gain greater newspaper commitment to color availability for advertising and help develop more standardization among newspapers in terms of reproduction quality, color premiums and creative options.

In April and May, the bureau's Charlie Kinsolving will conduct color workshops in a dozen cities to review technical problems and opportunities, to present new NAB research of color in newspaper editorial and advertising, and to discuss the current color scene in terms of creativity.

To improve newspapers' research, the bureau is working with a dozen newspapers on a new series of ad performance studies, measuring page opening, reader interest in individual ads, and performance of large vs. small ads and color vs. black-and-white.

2. Combating our competition. Recently, in cooperation with Atlanta's daily newspapers and six Atlanta retail advertisers, the bureau designed a test to compare the sales productivity of direct mail with that of newspaper run-of-paper ads and inserts, used alone or in combination with a total market coverage product.

The test showed the sales productivity of newspaper ROP and inserts to be nearly three times as great as solo direct mailings. It is a story you'll want to tell your own local advertisers in full, and the bureau has prepared for such occasions a slide presentation and a research report "What's the Best Way to Advertise?"

To be fully effective, we need to conduct similar research in other markets, and we are looking for additional newspapers to work with. If you're interested in having your newspaper take part in such a study, get in touch with Stu Tolley, our director of research.

We continue to offer NAB members our shared-mail workshops, which last year were attended by representatives of more than 600 papers.

Craig C. Standen

3. Keeping up the sales pressure. In national advertising, the bureau sales staff is working with four new sales presentations, two in the aviation field and two in the automotive field. These presentations also need the wider exposure that only individual newspapers can provide—by getting on the programs of regional and state association meetings and showing them there, and by making presentations to air-travel and automotive-sales companies in your market.

To get more airlines advertising, use the presentation called "Flight Patterns" to show your airline and travel accounts how newspaper readers and frequent flyers share a similar demographic profile. "How to Be an Overnight Sensation" shows overnight delivery companies how newspapers can help them gain business.

For auto-dealer associations, "The Right Thing" shows how a media mix involving newspapers can reach more customers than a TV-only ad schedule. Another new NAB presentation, "The Auto Aftermarket," is based on a study on the care and feeding of family automobiles. You can get information on both these automotive presentations from Val Corradi in our Detroit office.

In retail, we're concentrating on keeping up the pressure in two areas. One is fashion marketing, the other is industry-wide promotions. To give you an idea of the dollars involved for your newspaper in the latter category, last year more than 400 papers participating in the National Furniture Sale and Sweepstakes received $122 million in furniture advertising during the 10-day promotion.

Upgrading newspaper color is, we think, the number-one priority for our business.

In classified, last fall we introduced a new Classified Planbook to complement the annual Retail Advertising Planbook. We are also continuing our highly successful classified research program, which has produced outstanding studies of today's home buyers and sellers and of hard-to-recruit workers in the high-tech and nursing areas.

4. Upgrading our skills. Training, especially sales training, has become one of our industry's most important functions. The bureau catalog lists hundreds of workshops, seminars, training programs, books, films and tapes you can use to improve your staff's performance in every area of newspaper advertising sales.

To get the most out of your bureau membership, it's worthwhile to leaf through the catalog every couple of months and see if one of these training programs could be helpful. Note especially our two newest programs on telemarketing and one-on-one selling.

5. Raising creativity consciousness of advertisers and agencies. We must constantly remind the people who create and place advertising of the many fresh, creative ways they can use newspapers to meet their marketing needs.

We do this with annual award competitions, such as the Athena Awards for overall newspaper advertising awards; the NoRMA awards for retail ads, which we present with the National Retail Merchants Association; and the DANDY Awards for automotive dealer ads.

Many papers actively encourage their advertisers to enter these competitions, and some actually do the entering for their retailers and agencies. In addition, several have begun to honor the outstanding advertisements created in their own markets with mini-Athena awards.

Our biggest creativity project is the annual Creative Newspaper, begun in 1966. The 82 ads it contains are a dazzling showcase of newspapers' creative power. If your newspaper hasn't distributed a copy to every ad manager, account executive, copy writer and art director in your market, I urge you to do so. ☐

Standen is president of the Newspaper Advertising Bureau in New York City.

25 cents daily, 50 cents Sunday remain predominant newspaper prices

The predominant price of a daily newspaper remained 25 cents in 1984, but there was a notable increase in the number of dailies costing up to twice that much.

That's the major finding of ANPA's annual survey of single-copy, street-sale prices (city zone), which last year covered 1,803 dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands.

It showed that 1,346, or 74 percent, of those surveyed cost 25 cents per copy. Strikingly, those numbers were exactly the same as the figures from 1983 [presstime, March 1984, p. 42].

The changes occurred above and below the 25-cent level.

Increasing were the numbers of 30-cent newspapers (127 to 159), 35-cent newspapers (42 to 99) and 50-cent newspapers (two to five).

Meantime, there were decreases in the number selling for 10 cents (from 12 to 8), 15 cents, (94 to 62) and 20 cents (187 to 115).

One paper—the Daily Bulletin in Dauphin, Manitoba, continued to be the only 5-cent daily newspaper in North America.

The number of 40-cent papers also was unchanged, eight. As for Sunday newspapers, the predominant price held at 50 cents in 1984: 315, or nearly 40 percent of the 792 Sunday newspapers surveyed. This represented a slight decrease from 1983, when 318 Sunday editions, or 41 percent, sold for that price.

Other decreases among Sunday papers last year were those costing 15 cents (five to three), 20 cents (12 to 8), 25 cents (88 to 84), 30 cents (nine to six), 35 cents (46 to 32), 40 cents (15 to 6), 60 cents (27 to 20), 65 cents (five to two), 70 cents (two to one) and 90 cents (three to two).

Increases occurred in the 75-cent category (170 to 219), 80 cents (one to three), 85 cents (six to eight) and $1 (60 to 82). There is one Sunday newspaper still selling for 55 cents per copy.

Data were derived from the Audit Bureau of Circulation Rate Book based on publishers' statements filed before Sept. 30, 1984, and from other sources.

Newspaper prices up less than CPI

Between December 1983 and December 1984, the average price of a newspaper climbed 3.9 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics. For the same period, the increase in the Consumer Price Index was 4.0 percent.

The previous year, the average price of a newspaper climbed 4.6 percent. The comparable CPI increase was 3.8 percent.

Price per single copy of daily newspapers—1984[1]

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	Total[1]
Alabama	--	6	--	21	--	--	--	27
Alaska	--	--	--	5	--	2	1	8
Arizona	1	--	--	18	--	--	--	19
Arkansas	--	1	5	26	--	--	--	32
California	1	5	4	105	2	--	--	117
Colorado	--	4	2	20	--	--	1	27
Connecticut	--	--	1	11	8	4	--	24
Delaware	--	--	--	1	--	2	--	3
District of Columbia	--	--	--	2	--	1	--	3
Florida	1	2	3	42	--	2	--	50
Georgia	--	2	1	32	--	--	--	35
Hawaii	--	--	--	6	--	--	--	6
Idaho	--	1	--	10	2	1	--	14
Illinois	--	1	9	55	6	2	--	73
Indiana	--	2	3	63	4	3	--	75
Iowa	--	1	2	27	4	3	--	37
Kansas	1	7	10	28	--	--	--	46
Kentucky	--	--	1	22	1	1	--	25
Louisiana	--	3	1	20	--	2	--	26
Maine	--	--	--	--	9	--	--	9
Maryland	--	--	4	10	2	--	--	16
Massachusetts	--	--	2	20	13	9	--	45
Michigan	--	1	4	40	6	1	--	52
Minnesota	--	--	1	20	3	2	--	26
Mississippi	--	1	--	23	--	--	--	24
Missouri	--	5	7	34	1	1	--	48
Montana	--	--	--	7	1	3	--	11
Nebraska	--	2	3	14	--	--	--	19
Nevada	--	--	--	6	--	1	--	7
New Hampshire	--	--	--	5	4	--	--	9
New Jersey	--	1	3	22	--	--	--	26
New Mexico	--	--	1	19	--	--	--	20
New York	--	--	5	46	11	8	--	71
North Carolina	--	4	2	47	--	1	--	54
North Dakota	--	--	--	7	3	--	--	10
Ohio	--	1	8	69	12	2	--	92
Oklahoma	--	1	6	45	--	--	--	52
Oregon	--	--	--	18	--	1	--	19
Pennsylvania	1	--	7	81	6	1	--	96
Rhode Island	--	--	--	3	2	2	--	7
South Carolina	--	--	1	16	--	--	--	17
South Dakota	1	--	1	10	1	--	--	13
Tennessee	--	--	3	24	--	2	--	29
Texas	--	2	2	102	--	8	--	114
Utah	--	--	--	6	--	--	--	6
Vermont	--	--	--	6	1	1	--	8
Virginia	--	4	2	32	--	--	--	38
Washington	--	1	--	23	--	3	--	27
West Virginia	--	2	5	16	2	--	--	25
Wisconsin	--	--	1	23	5	6	--	35
Wyoming	--	1	1	8	--	--	--	10
Totals[1]								
U.S.	6	61	111	1,316	109	75	2	1,682
Canada	2	1	4	26	48	22	6	113
Bahamas	--	--	--	--	1	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	--	4	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals[1]	8	62	115	1,346	159	99	8	1,803

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[1] Includes newspapers selling for 5 cents (one in Canada), and 50 cents (one in Massachusetts, one in New York and three in Canada)

Price per single copy of Sunday newspapers—1984[1]

	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	85 cents	$1	Total[1]
Alabama	2	--	--	--	13	--	3	--	--	19
Alaska	--	--	--	--	2	--	--	--	--	2
Arizona	--	--	--	--	8	--	3	--	--	11
Arkansas	3	--	2	--	10	--	1	--	--	17
California	5	--	3	--	28	--	16	--	5	57
Colorado	--	--	1	--	8	--	1	--	--	10
Connecticut	--	--	--	--	--	1	8	--	1	11
Delaware	--	--	--	--	--	--	1	--	1	2
District of Columbia	--	--	--	--	--	--	--	--	1	1
Florida	3	--	3	--	18	--	6	--	3	33
Georgia	--	--	1	--	7	--	4	--	2	14
Hawaii	--	--	--	--	1	--	1	--	1	3
Idaho	--	--	--	--	2	--	4	--	1	7
Illinois	1	1	--	1	6	1	9	--	5	24
Indiana	--	--	--	--	2	3	10	--	3	18
Iowa	1	--	--	--	--	--	3	2	3	9
Kansas	2	1	2	1	8	--	3	--	--	18
Kentucky	1	--	--	2	4	--	3	1	1	12
Louisiana	2	--	1	--	10	--	3	--	1	17
Maine	--	--	--	--	--	1	--	--	--	2
Maryland	--	--	--	--	2	--	2	--	1	5
Massachusetts	--	--	--	--	1	--	3	2	1	10
Michigan	--	--	--	--	9	1	3	--	2	15
Minnesota	5	--	1	--	1	1	3	-	2	13
Mississippi	1	--	1	--	6	--	3	--	1	12
Missouri	2	--	1	--	10	--	3	--	1	20
Montana	--	--	--	--	6	--	1	--	1	8
Nebraska	--	--	1	--	3	--	2	--	--	7
Nevada	1	--	--	--	1	--	2	--	1	5
New Hampshire	--	--	--	--	--	--	2	--	--	3
New Jersey	--	1	3	1	5	1	3	--	2	16
New Mexico	5	--	--	--	5	1	2	--	1	14
New York	1	--	1	1	2	2	5	--	21	33
North Carolina	1	--	--	--	14	--	10	--	--	25
North Dakota	1	--	--	--	1	--	2	1	--	5
Ohio	1	--	--	--	13	4	11	--	1	30
Oklahoma	14	--	2	--	16	--	6	--	--	42
Oregon	1	--	--	--	7	--	1	--	1	10
Pennsylvania	--	--	--	--	4	3	9	2	1	22
Rhode Island	1	--	--	--	--	--	--	--	1	2
South Carolina	--	--	--	--	5	--	4	--	--	9
South Dakota	--	--	--	--	1	--	2	--	1	4
Tennessee	3	1	1	--	3	--	4	--	4	16
Texas	26	2	5	--	39	--	24	--	1	97
Utah	--	--	--	--	2	--	3	--	--	5
Vermont	--	--	--	--	--	--	2	--	1	3
Virginia	--	--	--	--	7	--	8	--	--	15
Washington	--	--	--	--	6	--	8	--	3	17
West Virginia	--	--	1	--	2	--	6	--	1	10
Wisconsin	--	--	--	--	1	--	5	--	5	11
Wyoming	--	--	1	--	2	--	1	--	--	4
Totals[1]										
U.S.	83	6	31	6	301	19	219	8	82	775
Canada	--	--	1	--	11	--	--	--	--	12
Bahamas	--	--	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	--	--	0
Guam	--	--	--	--	1	--	--	--	--	1
Puerto Rico	1	--	--	--	2	1	--	--	--	4
Virgin Islands	--	--	--	--	--	--	--	--	--	0
Grand Totals[1]	84	6	32	6	315	20	219	8	82	792

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[1] Includes three newspapers selling for 15 cents (one each in Alabama, Arkansas and Oklahoma); eight for 20 cents (three each in Missouri and Oklahoma, and one each in Kansas and Nebraska); one for 55 cents (in Pennsylvania); two for 65 cents (in Pennsylvania); one for 70 cents (in Massachusetts); three for 80 cents (one in Connecticut, Maine and Massachusetts); and two for 90 cents (one each in Massachusetts and New Hampshire)

ABC figures show stability in U.S., Canadian circulation

Paid circulation of U.S. daily newspapers remained essentially stable in 1984 at 63,166,921, according to an annual study by the Audit Bureau of Circulations.

ABC counted 1,712 daily U.S. newspapers, a decrease of 15 from 1983. The bureau noted consolidation of jointly operated morning and evening newspapers continued as did the shift from all-day to single editions.

ABC also reported that circulation of Canadian dailies, despite a loss of five newspapers, showed little change in 1984 at 5,279,706, down 5,693 from 1983.

U.S. daily circulation showed a miniscule gain and a sharp slowdown in growth from the previous year. In 1984, it rose by only 18,252 copies per day—a gain of .03 percent. During 1983, a 1.3-percent gain produced a record high largely because of USA Today, according to Charles O. Bennett, ABC vice president of communications [presstime, Feb. 1984, p. 41].

U.S. Sunday circulation in 1984, on the other hand, was up 2.4 percent.

As usual, the audit bureau's year-to-year comparisons of the number of U.S. and Canadian daily newspapers differ from ANPA's annual report of newspaper starts and stops [presstime, Feb. 1985, p. 51]. ABC circulation figures have also differed in past years from those compiled by Editor & Publisher magazine. E&P figures will be released later in the year.

The reasons for the discrepancies include differences in definitions as to what constitutes a daily newspaper, sources of data and the period examined.

For the United States in 1984, ABC counted:

- 452 morning papers, an increase of 20 from 1983. Morning circulation was 32,656,187, up by 5.4 percent.
- 1,236 evening papers, 30 fewer than the year before. Circulation was 24,618,484, down by 4.5 percent.
- 770 Sunday newspapers, an increase of 12 over 1983. Circulation was 57,654,795, up 2.4 percent.

Canadian morning circulation rose 1.8 percent to 2,156,685. There were 23 a.m. dailies, one fewer than in 1983. The number of p.m. papers dropped from 89 to 86. ☐

ABC asked not to impose ZIP audits

A committee of newspaper executives has recommended that the Audit Bureau of Circulations not impose mandatory ZIP-code audits.

Reflecting the views of the ANPA and Newspaper Advertising Bureau boards, the committee asked that ABC not go forward with its decision of November 1982 to require such audits in three years.

The panel, known officially as the ANPA/NAB-Audit Bureau of Circulations Liaison Committee, addressed that controversial matter and other ABC-related topics at a meeting Feb. 20 in Boca Raton, Fla.

The ANPA and NAB boards decided earlier this year to urge that ABC not impose the mandatory ZIP-code audits. They advocate leaving the matter optional.

Newspapers are divided on the issue. Some favor mandatory ZIP-code reporting because increasing numbers of advertisers demand such data. But others oppose it, saying it could result in added costs to newspapers lacking necessary computer equipment.

They also say it would allow competitors to identify easily newspapers' areas of weak penetration [**presstime**, Dec. 1984, p. 48].

Also at the meeting, it was reported that:

- A four-market field test of the effects of promoting coupons on the day they are carried—something ABC currently prohibits—could start at the end of this month. The test would require approval from the ABC board, which was scheduled to meet in late February.
- As of April 1, publishers may be allowed the option of including in ABC audit reports census data about the number of seasonally occupied dwellings they serve. The policy is subject to ABC board approval. The Liaison Committee had recommended that ABC grant such permission last year, said Robert L. Burke, ANPA vice president/industry and public affairs.
- A record 155 newspapers now subscribe to ABC's coupon-verification service. The number has more than doubled since mid-1983. One reason given for the increase is that ANPA and the Liaison Committee have urged newspapers to subscribe to the service. ☐

It appears TV carries greater percentage of bad news

BY GUIDO H. STEMPEL III

There used to be a radio commentator named Gabriel Heatter whose first words every night were, "There's good news tonight." Heatter never would have made it on television. At least that's what I conclude from a study of network television news by Gerald C. Stone of the Department of Journalism at Memphis State University and Elinor Grusin, a graduate student at Ohio University.

They found that on the three network early-evening newscasts there is nearly twice as much bad news as good. If you consider only the stories that are 30 seconds long or longer, it's better than two-and-a-half to one for bad news. For NBC, the ratio is three to one for stories 30 seconds long or longer. Their study, which appears in the Autumn 1984 Journalism Quarterly, covers newscasts for a three-week period in April 1983.

The findings are somewhat in contrast to those of similar studies of newspapers over the years. Those studies have shown that most newspapers have about equal amounts of good news and bad news.

There are two implications of the Stone/Grusin study. One stems from the finding of Jack B. Haskins of the University of Tennessee School of Journalism reported here last May that too much bad news creates a negative public image for a newspaper. One wonders if networks are shooting themselves in the foot.

The other implication is that this may be a problem for newspapers, too, to the extent that the public lumps all news and all journalists together. It's been suggested that the negative public reaction to journalists that some polls find may really be a negative reaction to television news people. There's the danger, though, if this is the case, that newspaper people will get tarred with the same brush.

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American newspaper women generally express positive attitudes about their jobs, according to Grace H. Barrett. For her master's thesis at West Virginia University, she made a mail survey of a national sample of women employed by daily newspapers. She selected 350 names randomly from directories of the National Federation of Press Women and Women in Communications Inc. Her response rate was 68 percent.

She found that 86 percent of her respondents thought they had gained respect in the community through their work, and 83 percent said their job frequently gave them a sense of pride. Eighty percent said their jobs gave them the chance to learn and develop new skills, and 75 percent said their duties and responsibilities were well-matched to their abilities.

However, only 38 percent thought their salary was about right for their duties and responsibilities, and 35 percent thought it was about right for their qualifications.

Eleven percent reported having experienced sexual harassment. Twenty-six percent thought their employer implied preference for male workers over female workers, but only 4 percent thought there was reluctance to assign women to city hall, police or sports beats.

Barrett's study is reported in the Autumn 1984 Journalism Quarterly.

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The Newspaper Preservation Act was passed in 1970 to permit two newspapers in a market to make money-saving mergers if one of the papers was in danger of going out of business. There was speculation that this might hurt suburban newspapers in the same market.

An article in the Summer 1984 Newspaper Research Journal reports that this has not been the case. Walter E. Niebauer Jr. of the Department of Journalism and Mass Communication at Iowa State University compared six matched pairs of metropolitan areas to see how suburban papers were faring. Matching was done on the basis of such variables as income, number of households, retail sales and daily newspaper circulation. The one difference in each pair was that one metropolitan area had newspapers under a joint operating agreement while the other did not.

Niebauer found that the number of suburban newspapers was on the average the same for metropolitan areas with dailies under a JOA as for areas without such an arrangement. He also found that the average circulation for the suburban papers did not differ for metropolitan areas with and without JOAs. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Detroit papers join minority student plan

Detroit's two daily newspapers have cooperated in the founding of a new program at Wayne State University in Detroit to recruit and train minority journalism students.

The establishment of the Journalism Institute for Minorities resulted from a meeting between executives of The Detroit News, the Detroit Free Press and officials of the university.

Both newspapers will make staffers available to serve as part-time instructors.

In addition, the News is giving one of its assistant news editors, Luther A. Keith, a year's paid leave of absence to serve as the institute's full-time director. It also will provide renewable, full-tuition scholarships for two entering program participants in each of the program's first four years. And it will offer scholarship recipients paid summer internships.

Other Detroit area media are expected to support the project.

Also, the Detroit chapter of the National Association of Black Journalists has said it will provide a scholarship, according to William E. Francois, director of Wayne State's journalism program. Francois said the Detroit chapter of the Society of Professional Journalists, Sigma Delta Chi, has offered assistance as well.

The program has requested $10,000 in scholarships from Wayne State.

Between 14 and 18 high school graduates will be chosen to begin the program in August. They will enroll in one of four sequences: news-editorial, broadcast journalism, public relations and advertising. ☐

Scholastic Journalist Award plaques available

Scholastic Journalist Award plaques are available from ANPA Foundation.

The awards are a way for newspapers to honor the most valuable staffer on high school newspapers in their communities as well as to encourage their considering a newspaper career, notes Judith D. Hines, vice president and director of the Foundation.

The 9-by-12-inch, brass-on-walnut wall plaques, which come ready for engraving with the student's name, are $30 each. To order, contact ANPA Foundation at The Newspaper Center in Reston. ☐

12 minority fellowships awarded

Eleven newspaper personnel and a university professor have been named recipients of ANPA Foundation minority fellowships for the first seven months of this year.

The fellowships cover expenses for travel, accommodations and registration fees for attendance at training seminars sponsored by ANPA and other organizations, according to Foundation Chairman and President Helen K. Copley of The Copley Press Inc., La Jolla, Calif.

"Since its inception in 1981, the Minority Fellowship program has filled an important need in the newspaper business," Mrs. Copley said.

"Each year, we have seen increasing numbers of applications from minority candidates in mid-level positions. We are happy to be able to continue supporting the career advancement of these promising newspaper people."

The 12 recipients, selected from 76 nominations, are:

- Al Johnson, regional editor, The Charlotte (N.C.) Observer, who attended the ANPA/International Newspaper Promotion Association's Newspaper Executives Marketing Seminar in Houston in late February.
- Cordelia Leon, personnel manager, Tallahasse (Fla.) Democrat—ANPA/Newspaper Personnel Relations Association's Profiling Newspaper Personnel Management Workshop, Chicago, late February.
- Fred Herrera, assistant sports editor, The El Paso Times—Big Business of Sports Seminar, Washington Journalism Center, Washington, D.C., late February.
- Edwina L. Rankin, assistant regional editor, The Pittsburgh Press, and Charles B. Fancher Jr., editor, Business Monday, Detroit Free Press—ANPA Management Development Workshop, Chicago, March 4-8.
- Patricia Camp Thompson, assistant professor and program director, Medill School of Journalism, Northwestern University, and Jon D. Anderson, major accounts representative, The Fresno (Calif.) Bee—ANPA Conference for Newspaper Men and Women, San Diego, March 17-20.
- Peter A. Lewis, circulation zone manager, The Philadelphia Inquirer—ANPA/International Circulation Managers Association/NPRA Managing People in the Circulation Department Seminar, Chicago, April 22-24.
- Austin Scott, metropolitan editor, The Tribune of Oakland, and Betty Anne Williams, special assistant to the managing editor of the Democrat and Chronicle of Rochester, N.Y.—ANPA/ASNE/APME Leadership in the Newsroom Seminar, Chicago, May 13-15.
- Renee Yvette Graham, religion writer, Syracuse Herald-Journal and Herald American—Changing Face of Religion Seminar, Washington Journalism Center, Washington, D.C., May 21-23.
- Carol Viescas, assistant editorial page editor, The El Paso Times—American Press Institute's Editorial Page Editors and Writers Seminar, Reston, Va., July 14-19. ☐

Educator grants continue

The ANPA Foundation is continuing its program of helping journalism educators attend ANPA-sponsored seminars.

In 1985, 10 grants of $400 each will be available. The funds will go toward registration fees.

For more information, contact Judith D. Hines, vice president and director/ANPA Foundation, at The Newspaper Center in Reston. ☐

ANPA Foundation receives $250,000 grant

ANPA Foundation's Newspaper in Education activities have received a major boost in the form of a $250,000 grant from the Knight Foundation.

In the past 14 years, the Knight Foundation has provided grants to ANPA Foundation totaling more than $400,000.

Knight Foundation President C.C. Gibson said the new grant will "ultimately provide, through investment, our previous level of annual giving in perpetuity." He said the Knight Foundation board is "very much pleased with the growth and development and management" of the Foundation's NIE program.

In accepting the grant, Helen K. Copley, chairman and president of ANPA Foundation and chairman and chief executive officer of The Copley Press Inc., said: "The Knight Foundation has played a large part in strengthening the Newspaper in Education program over the years. I am particularly gratified that this final grant represents its confidence in ANPA Foundation's continuing national sponsorship of NIE." ☐

A new look for Sunday comics?

So important were the comics four decades ago that during a New York City newspaper strike, Mayor Fiorello LaGuardia delivered a colorful rendition of the strips on radio.

In recent years, however, readership of comics has been declining, and now a group concerned about the problem is planning to use those airways, and other means of persuasion, to promote what they see as ailing comics sections.

First off, though, the group seeks to convince the rest of the newspaper industry that the funnies are no laughing matter when it comes to the bottom line.

Presenting its report and recommendations Feb. 11, the 21st Century Comics project ended two years of study and moved into the next phase: attempting to spur some innovations in the nation's Sunday comic sections.

The final report contains "a lot of ideas we hope will shock and excite editors and syndicates and advertising people into making some changes," said C.W. "Bill" Baker, a vice-president/news for Knight-Ridder Newspapers Inc. "Editors have ignored this space, while making enormous changes in the rest of the paper," he said. "So we're suggesting if editors would give a little time and thoughtfulness, we could have more stunning, more interesting comics, especially for a younger generation more responsive to updated graphics."

Baker shepherded the work of an ad hoc committee of representatives from newspapers, syndicates, ad agencies, printing companies and cartoonists who contributed time and money to the 21st Century project. What the group produced, says Baker, is a "concept section" editors can use as a catalyst for their own ideas.

The package contains a prototype of Sunday comics pages, a booklet explaining the prototype, and a summary of research findings and suggestions.

The part of the group's effort geared to building reader interest consists of commercials to encourage television and radio audiences to read the comics. The spots will be placed by an advertising agency that will negotiate swapping air time for newspaper advertising space.

What prompted the project is the steady decline in comics readership over the last generation, coupled with the belief that a revitalized comics section could become a magnet for both advertisers and readers.

Although research commissioned by 21st Century shows comics to be the second most popular part of the paper with adults, and the preferred section for children, readership has dropped significantly in the past 25-30 years. During this time, adult readership of Sunday comics dropped from 80 to 53 percent. And only 79 percent of children read them, compared with virtually 100 percent of their parents when they were young.

"Newspapers have been whining for years they can't get kids to read. Here we have a perfect medium for getting kids to read newspapers, and we sort of blow it," said Ronald Patel, assistant managing editor/Sunday for The Philadelphia Inquirer. "We made it a medium for 40-year-old editors."

Contrary to the notion that looking at comics is somehow the antithesis of reading, research commissioned by 21st Century shows getting hooked on the news is a logical sequence to following the strips.

"Kids who read comics tend to be adults who read papers, and adults who never read papers probably never read comics," said project member Donna Hagemann Donovan, publisher of the Argus Leader in Sioux Falls, S.D. One reason this transfer is not working any more, she said, is that "kids complain comics today are written for adults."

To combat slippage, 21st Century recommended that editors first decide which of four general groups—adults, teens, young children and the population at large—they are trying to reach with each strip and then target the appropriate comics, perhaps on different pages.

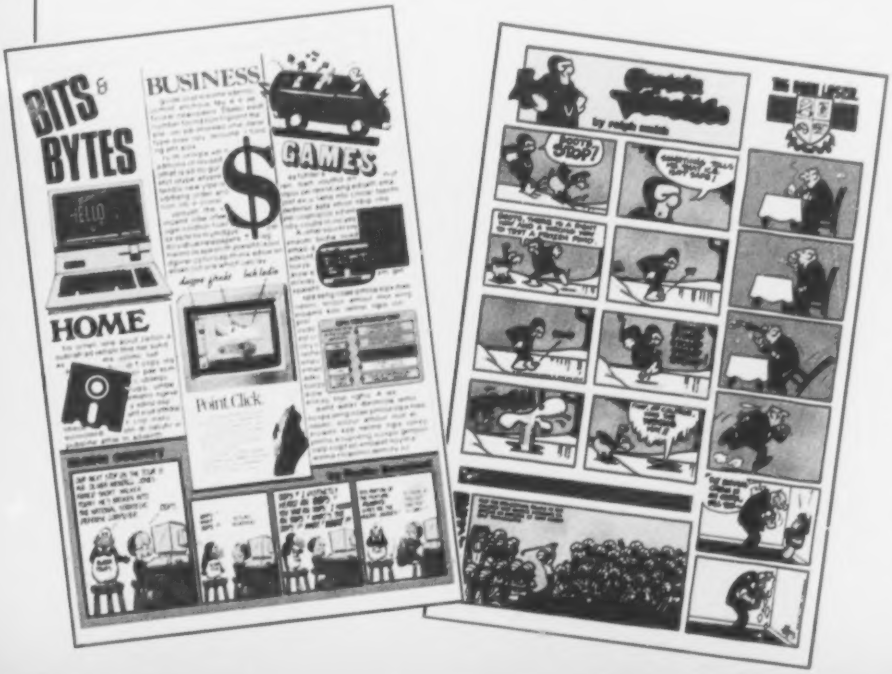
Second, editors should stop stacking cartoon frames like columns of copy and make the comics pages "distinctive, different from one another, flamboyant, unpredictable, energetic," says the report.

Suggestions in the report include:

- People look for particular types of comics, so group them together.
- Depart from the familiar grid pattern by varying the sizes of strips, or even panels within a strip, depending on their content or graphic appeal.
- Intersperse comics with puzzles, mazes and other text features related to comics, such as biographies of the artists.

The $300,000 cost for the 21st Century project was donated. Major contributors included newspaper groups (Knight-Ridder, Gannett Co., Tribune Co. of Chicago); syndicates (King Features and United Features); Metro Sunday Newspapers, which promotes Sunday sections; and Greater Buffalo Press, which prints the majority of the U.S. Sunday comics.

The package will be sold to newspapers: $175 for a complete set of tapes, prototypes and concepts, or portions can be purchased independently, from Metro Sunday Newspapers, 260 Madison Ave., New York, N.Y. 10016. *—Marcia Ruth*



A sizable controversy rages on

While efforts are underway to revamp the entire comics section, a sizable conflict is still raging between some newspaper editors and Doonesbury cartoonist Garry Trudeau.

When Trudeau returned from a 16-month sabbatical last September, he stipulated that Doonesbury run 44 picas wide or not at all.

This made Doonesbury stand out from other strips, most of which had been narrowed to 38.5 picas to conform with the column width associated with the Standard Advertising Units system that took effect last summer [presstime, June 1984, p. 46].

Beneath this surface argument, according to some editors, lies the more fundamental issue of who will control the comics and ultimately the newspaper.

Trudeau and some of his colleagues argue, meanwhile, that what is at stake is the future appeal of comics. The cartoonists argue they will not be read as avidly if they are reduced to such small print.

Universal Press Syndicate, which markets Doonesbury, maintains that the furor is a mere ripple in Trudeau's Walden Puddle—with only about 20 of the more than 800 papers dropping the comic or being dropped by the syndicate because of the size requirement.

On the other hand, some editors predict that the controversy will continue to bubble as Doonesbury contracts come up for renewal.

In February, for example, the Trudeau demands prompted the Morning Sentinel of Waterville, Maine, to cancel not only Doonesbury but all other Universal features, including the Dear Abby column, Pat Oliphant editorial cartoons, and comic strips Herman and For Better Or For Worse.

Also in protest against the size restrictions, The Standard-Times of New Bedford, Mass. has already canceled three Universal features—Sew What's New (a sewing column) and columnists Mary McGrory and James Kilpatrick. Editor James Ragsdale says he will phase out the rest of Universal's features as soon as he can arrange for replacements. The Standard-Times, like other papers with unexpired Doonesbury contracts, is still running Trudeau's strip the same size as other comics.

White House gets flak on policy for foreign-journalist credentials

Representatives of the International Press Institute have complained to the White House about a policy they say smacks of licensing of foreign journalists.

The flap centers on a requirement that foreign correspondents get a letter of introduction from their governments as a prerequisite to securing White House press credentials.

Robert M. White II, editor-publisher of the Mexico (Mo.) Ledger and chairman of the IPI American Committee, said the policy amounts to "state licensing of journalists."

In a Feb. 7 letter to Deputy Press Secretary Larry M. Speakes, White asked that the policy be changed so that journalists are able to supply documentation from their employer, not their government. White also suggested that the White House "directly or indirectly check through government channels with the government of the applicant as to his eligibility."

White's letter followed correspondence from Canadian IPI chairman Paddy Sherman, publisher of The Citizen of Ottawa. Martin Casey, ANPA manager of government and international affairs, also wrote and asked for a policy change.

There had been no formal response to any of the letters by late February.

API slates 3 reporter field workshops

The American Press Institute has scheduled three field workshops for reporters this year.

The newly devised workshops will be in addition to the 34 API seminars announced previously [presstime, Sept. 1984, p. 57].

Sessions will include interviewing techniques, information-gathering (records, documents, statistics and sources), guidelines for organizing and writing, and improving accuracy and credibility.

The schedule is: Indianapolis, July 14-17; Tulsa, Okla., Sept. 15-18; and the Pocono region of eastern Pennsylvania, Sept. 19-Oct. 2.

Participation is limited to 36 per workshop. Tuition is $175, with room and meal charges billed to the reporter's newspapers.

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14 more seminars scheduled

ANPA is planning nine "hands-on" technical seminars for the second half of 1985.

Also, three new training seminars have been added to the list of non-technical sessions previously announced for this year [presstime, Sept. 1984, p. 54], and another has been redesigned. Focus of the Sept. 30-Oct. 2 Finance and Accounting Workshop in Washington, D.C., was changed to budgeting, and the event was appropriately renamed.

In other changes:

An additional session of the management Development Workshop has been scheduled March 4-8 in Chicago. An additional NIE Instructor Training Seminar will be held July 9-12 in Borrego Springs, Calif., and another one to be held in Warrenton, Va., has been rescheduled from Oct. 8-11 to Oct. 14-17. The Health and Safety Symposium has been switched from Atlanta to New Orleans and will be held Oct. 31-Nov. 1. Location of the Nov. 18-20 Management Skills for Newspaper Promotion Seminar was changed from Chicago to San Francisco. The Research for Small-to-Medium Newspapers Seminar scheduled for the fall in Reston, Va., has been canceled.

"Hands-on" seminars

The "hands-on" seminars, conducted by the Association's Technical Services Department, will take place at The Newspaper Center in Reston, Va. Class size is limited to 10. Registration fee for each is $550.

The July-December schedule is as follows:

Newspaper Quality Control **July 8-12**
Sept. 16-20

Reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high-quality printing prepares participants to initiate their own systems. The quality-control system entails: copy standards and photographic reproduction density ranges (color and black-and-white), establishing and maintaining typesetting procedures and equipment, process camera control of line copy and halftones, color separation standards for scanners and direct screen operations, and maintenance and set-up procedures for newspaper presses.

Advanced Offset **July 22-26, Aug. 19-23**
Press Operations **Sept. 30-Oct. 4, Nov. 11-15**

Offers pressmen advanced techniques such as web offset trouble-shooting and quality-control programs for consistent results on the press. Non-pressroom personnel gain hands-on experience operating a newspaper press. Seminar utilizes ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Covered are: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems, and offset press care and maintenance.

Newspaper Color Separation **Aug. 5-9**
Techniques **Dec. 2-6**

Covers skills needed for utilization of electronic scanning and direct-screen color separation systems. Program encompasses newspaper processes in producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants receive thorough background in color reproduction—including the purpose of masking, additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

ANPA technical training will be enhanced with a color scanner recently donated by Royal Zenith Corp. Examining the unit are (from left) Arthur M. Boudreau and Peter P. Romano of ANPA and Don Hutcheson, Martin W. Sussman and Fred Jenkin of Royal Zenith.

Management Introduction to Newspaper Technology **Oct. 28-Nov. 1**

Introduces management personnel to latest developments in electronic editorial and production systems. Seminar creates increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions on new technologies, and hands-on operation of modern phototypesetting equipment and electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information about these and other "hands-on" seminars, contact Arthur M. Boudreau, ANPA manager/technical training, The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 660.

Other seminars

The new programs added to the schedule of ANPA seminars, workshops and symposiums are as follows:

Managing Newspaper Telecommunications Systems **June 7-8, New Orleans**

The first ANPA training event designed to help newspaper executives reduce current telecommunications costs. Seminar offers practical advice on a wide range of topics, including purchasing a telephone system, selecting a long-distance carrier, integrating voice and data systems, operating mobile communications and introducing new telecommunications equipment and services to newspaper departments. Seminar will be held in conjunction with the ANPA Operations Management Conference & Exposition. Registration fee: $550.

NIE Methods Instructor Seminar **Aug. 13-15, San Diego**

Offered by the University of San Diego and ANPA Foundation for deans of schools of education, method-instruction professors and educators using newspapers in the classroom. Seminar includes discussion on merits of NIE and methods to create and teach an accredited course at local universities. Registration fee: to be determined.

Libel Trial Symposium **Aug. 22-23, Chicago**

Focuses on trial techniques, including dealing with juries, for media defense counsel. Cosponsored with the National Association of Broadcasters and the Libel Defense Resource Center. Symposium follows the 1983 Libel Defense Workshop. Registration fee: to be determined.

Budgeting Workshop **Sept. 30-Oct. 1, Washington**

New workshop helps newspaper executives without finance or accounting backgrounds to understand and participate in their company's budgeting process. Program will include demonstrations, lectures, exercises and case studies. Registration fee: to be determined. ☐

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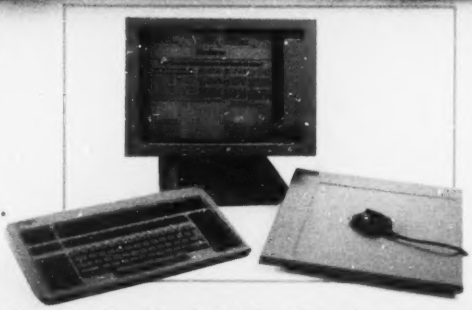

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Pressure mounts to solve mailroom problems

The mailroom, generally conceded to be the most troublesome area in the modern newspaper plant, may finally receive some innovative ideas for resolving its problems.

And that help could come from outside the newspaper equipment-manufacturing industry as well as from within.

Newspaper dissatisfaction with the current state of the art in mailroom technology has prompted ANPA to seek solutions to mailroom problems from equipment manufacturers not now involved with newspapers.

And from within the newspaper-suppliers' circle, a new mailroom idea is generating interest. Hall Systems Inc. has proposed a new concept that would both eliminate the problem of inserting preprints into newspapers and facilitate the making and packaging of zoned editions.

"There is a need for something different," said Graham Hall, president of Hall Systems. "Inserting just isn't going to make it in the future."

ANPA's recent action on mailrooms came in the form of an "opportunity white paper" on preprint handling problems, which the Association sent in November to the Packaging Machinery Manufacturing Institute and its members, as well as to current mailroom equipment suppliers.

Essentially, the white paper was an invitation for PMMI members to develop new ways to deal with newspaper mailroom problems. It stated, in part: "Most newspaper managements consider (the existing machinery) inadequate to handle the ever-increasing number of inserts and . . . too labor intensive."

In the accompanying letter to PMMI members, the ANPA Task Force on Post Press Packaging and Distribution said the newspaper business "would buy a billion dollars worth of equipment if (manufacturers) offered the newspapers the ability to handle the current and future needs of newspapers' preprint handling problems."

A number of advances have been made in the packaging processes in other industries, according to James A. Cooper, assistant vice president of The Washington Post and chairman of the task force, and the group believes these advances could be applied to the newspaper business.

The initial response to the white paper has been "excellent," said William D. Rinehart, ANPA vice president/technical. Members of PMMI have begun to visit newspaper operations in their locales and are coming to The Newspaper Center in Reston, Va. "The present way of handling preprints leaves a lot to be desired," Rinehart said, "and these people are capable of offering viable alternatives."

> *"There is a need for something different. Inserting just isn't going to make it."*

At the core of the problem is the boom in preprints and the resulting crunch as newspapers struggle, largely unsuccessfully, to insert them into the paper at press speed. With pallets of preprints stacking up in newspaper plants and newspapers being delivered by a variety of means, it is little wonder that many publishers have taken to calling their mailrooms "packaging and distribution centers" to better reflect their true functions.

The new Hall concept for mailrooms embodies the development of a totally automated distribution and packaging system. According to the company, which is a subsidiary of Scripps-Howard, the system would collate newspaper sections, include zone-specific advertising and wrap the product individually for delivery.

In October, Hall Systems invited about 20 newspaper executives to a conference in Texas to review the concept. Among the participants was L. John Rothwell, vice president/technical resources for Southam Inc. of Toronto.

The Hall Systems concept, according to Rothwell, consists of a single-grip conveyor from each press line that would act as the spine of the operation. Six lateral conveyors would lie in a horizontal plane at right angles to the main conveyor. At right angles to the lateral conveyors would be other conveyors that would feed preprints onto the conveying lines.

"The gripper conveyor is programmed to drop one copy in succession on each of these six lines," Rothwell said. "Once the copy drops onto (the lateral conveyor), it is immediately progressing at 90 degrees to the (gripper) conveyor and at one-sixth its speed. So if you've got a press that's running at 60,000 copies per hour, you've immediately slowed the copy (speed) down to 10,000 per hour." That speed is compatible with the operation of most newspaper handling machines currently available.

Depending on the zones and the particular needs of an advertiser, Rothwell noted, a computer program would be able to order the hoppers holding the preprints to deliver them to a specific newspaper. All the preprinted matter, whether newspaper sections or preprinted advertising, would lie on top of the paper on the line.

"They are copies that are merely gathered, not inserted," Rothwell explained. "You've got the newspaper on the bottom, face down, and a bunch of inserts sitting on top of it."

Finally, the stack, which would comprise only one complete copy of that edition and which could be labeled by ink-jet printer, would be wrapped in plastic.

The Hall concept "offers the opportunity, with computer programs, to customize (each newspaper) to an individual," Rothwell said, and would make the manufacture of zoned editions "a lot simpler."

Rothwell acknowledged, however, that the idea could pose a problem for readers, advertisers and publishers. Would they, he asked, "be receptive to receiving a bundle which, when it is torn open, immediately reveals a handful of different sections?"

Rothwell noted that advertisers and readers are becoming increasingly critical of multiple-sectioned newspapers carrying large numbers of preprints—as many as 20 in some cases. With the Hall concept, he said, a newspaper could have more zoned editions with customer-specific advertising, and each paper would be thinner and contain less preprints.

Whatever emerges from these two latest initiatives to improve mailroom procedures, one thing seems certain: The mailroom is becoming newspapers' focal point as they battle direct mailers for advertising.

Ronald L. Rickman, vice president/newspapers for Lee Enterprises Inc. in Davenport, Iowa, said newspapers must commit themselves to "improving insert distribution systems or expect to lose (their advertising market) share" to direct-mail competition.

"Future developments will depend both on the innovation of manufacturers and on the willingness of newspapers to improve inserting operations," he says.

"Meanwhile, direct-mail houses and the Postal Service are aggressively applying every cost-reducing and efficiency-producing technique they can think of to improve direct mail," Rickman notes.

—Paul Kruglinski

One approach: automated plan for bundles

The hackneyed scenes of loading dock workers tossing bundles of newspapers into waiting trucks may become as faded as the black-and-white Hollywood films in which they appeared.

In the future, the scene more likely will be pallets with neatly stacked bundles wrapped in plastic and tagged with manifests for zoned distribution.

Such an operation is partially in place at the Houston Chronicle, where one of the most automated newspaper palletizing systems has been in use for the last six months.

Nary a human hand touches newsprint after preprints, comics and other elements of advance Sunday sections are loaded into an inserter, assembled into bundles, tied and then fed into the palletizer. The only human intervention is that of the forklift operator, who transports the pallets to a plastic wrapping machine and then to trucks.

"It is an effort to automate the manual functions from the bundling machine to the pallet," said Mailroom Manager Jim Davis, "and do away with the need for a bundle distribution system altogether."

Concepts of the system originated outside the newspaper business. The Chronicle came upon them in the course of a search for new automation ideas.

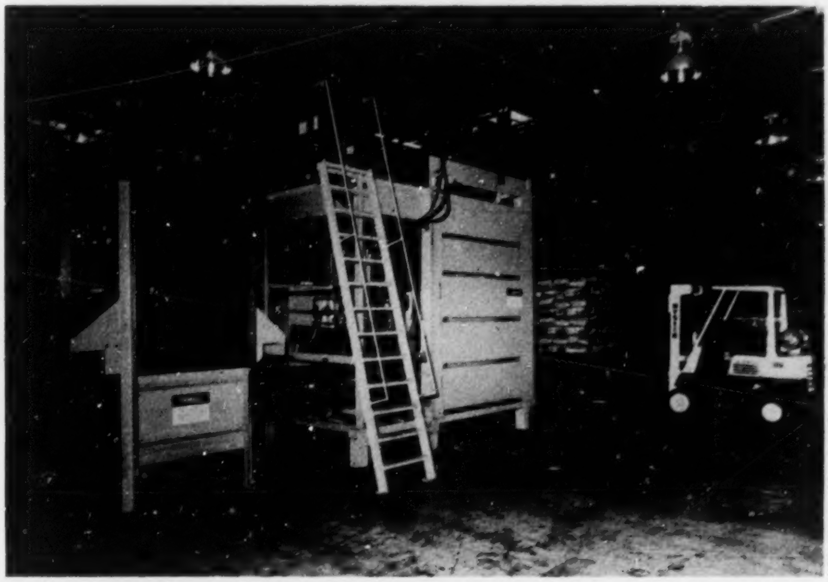
"We began to investigate how other industries were palletizing cartons," said Production Director Dale E. Nissen.

In a visit to a St. Louis brewery, Nissen said, some production supervisors were impressed with palletizing equipment produced by Alvey Inc., a long-time St. Louis manufacturer.

After some preliminary discussions, the paper began sending Alvey skids of tied newspaper bundles to see how well they would work on conveying and palletizing equipment. Results were positive, and the Chronicle purchased a $100,000 palletizer from the firm.

"Some modifications had to be made on the sensing devices on the palletizer," Nissen said. "The other major problem we overcame was getting the separating sheets to feed properly. Now we can reuse" those sheets that separate layers of bundles on the pallet.

According to Nissen, the Chronicle's system can palletize 39 bundles per minute and build layers of bundles 10 or 11 high on each pallet. The process involves coordinated operation of a standard NP-1472 inserter, a prototype bundle stacking-tying machine made by Harris Graphics Corp., and a modified conveyor and palletizer manufactured by Alvey.



Mike Cowey, Houston Chronicle

Dispenser automatically feeds special pallets (left) into palletizing area. Bundles are crosshatched in rows 10 or 11 layers high. Assembled pallets are conveyed to forklifts (right).

"The system is designed to be fed either directly from the press or from the inserting machine," Nissen said.

The stacker/tier is critical in palletizing because it compresses the bundle into a rectangular shape to facilitate handling. Also, the speed of palletization is dependent on the size of the newspaper sections and bundles being made.

The conveyor that delivers the bundles from the stacker to the palletizer is designed to prevent the bottom sheets of the bundle from being damaged.

Torn sheets on the bundles can interfere with the sensitive instruments used to orient and distribute the bundles on the pallets.

Tearing does not occur because friction between the bundle and the conveyor belt is non-existent.

At the first indication that bundles are jamming, the conveyor will stop automatically until bundles can again begin to move freely.

"You have to have the right kind of conditioned bundle for the palletizer to work properly," Nissen pointed out, so that bundle can be carried to and oriented on the pallet correctly.

Nissen said the Chronicle chose first to palletize advance sections of the Sunday edition, "because it is the worst bundle." The staff thought "if we could do that, we could do anything."

The paper plans to use the device for handling and storing preprints for later insertion.

It is too early to determine a return on investment from the machine. But Nissen believes the cost is justified by the palletizer's elimination of manual stacking.

It also reduces overhead costs by eliminating discrepancies in bundle counts.

The palletizer eventually will become a part of the paper's zoned distribution program. "What we're hoping to do is customize each pallet for a specific district," Nissen said. "The way cartons of soda are handled is the way we hope to handle bundles, so we never have to break down a pallet once it's assembled."

Nissen reports that executives of other newspapers have expressed much interest in the Chronicle's Alvey system.

Alvey, which previously had not sold any equipment to a newspaper company, now "regards newspapers as a potential growth market," said Chairman and Chief Executive Officer Steve Loeb. "We're accustomed to taking equipment developed for one industry and applying it to another."

The firm is interested in special mailroom problems, he added.

Alvey will show films of the Chronicle system at the 1985 ANPA Operations Management Conference & Exposition in New Orleans in June. —*Paul Kruglinski*

Survey reveals that more newspapers are using more scanners more often

A survey of ANPA-member newspapers has revealed that use of scanners for making color separations is far more widespread than had been believed.

Of the 550 papers that responded to the survey, 103 said they use their own color scanners for separations. ANPA researchers had thought the number was closer to 50 or 60 of the Association's nearly 1,400 member newspapers.

Another 26 papers in the survey said they expect to acquire the technology within the next year.

According to ANPA researchers, the results confirm the growing interest among newspapers for quality color reproduction [presstime, Dec. 1984, p. 8].

The survey also revealed that:

- HCM Graphics had 40 scanner installations, Royal Zenith had 38, Crosfield Electronics, 19, and DS America, three. The most popular model was the Royal Zenith 4050. Fifty papers used LogE film processors, 28 Pako and 15 duPont.
- Fifty-six percent of the papers using color scanners were in the circulation group of 100,001 to 900,000; 20 percent were between 50,001 and 100,000; and 23 percent between 15,000 and 50,000.
- For editorial purposes, 15 papers said they scanned 11-20 photographs per week, 36 said they scanned 21-40 and 27 reported doing more than 41.
- Seventy-three newspapers also separated advertising color--50 of them doing fewer than 11 such jobs per week.
- Of the 35 papers indicating they handled scans on a commercial basis, 25 said they did fewer than 11 per week.
- Twenty-one newspapers said they used dot generation for screening, while 71 said they created halftones with screens. Almost all the screen rulings were between 65 and 100 lines per inch.
- Fifty-nine papers classified their scanners as "stand alone," while 21 said theirs eventually would be part of page-makeup systems.
- Eighty-three newspapers said the separations were made from transparencies, while 22 said theirs were from color prints and two were from negatives. The films used were almost evenly distributed among duPont, Kodak and Fuji. For development chemistry, 27 papers chose duPont, 21 Kodak, 16 Chemco, 13 Agfa-Gevaert and 12 Fuji.
- For proofing systems, 42 said they used Color Key, 31 Cromacheck, 26 NAPS and seven Cromalin.
- For presses, 81 newspapers said they used offset, 25 letterpress, six DiLitho® and three flexography. ☐

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TECHNOLOGY NOTES

- Computek Inc., a Burlington, Mass.-based maker of front ends for smaller papers, is now **operating under Chapter 11** of federal bankruptcy laws.

The firm sought and was granted protection from creditors after its bank foreclosed while the firm was arranging a new round of venture-capital financing.

- Publishers Equipment Corp., a Dallas-based press manufacturing and conversion firm, and Greater Buffalo Press, a nationwide printer of comics and preprints, signed a contract for the conversion of seven Greater Buffalo letterpress presses to **four-color flexography**.

The phased project will use anilox inking systems produced by Windmoeller & Hoelscher Corp. and will begin later this year.

- The Chicago-based Graphic Systems Division (Goss) of Rockwell International Corp. **acquired the Printing Division of Creusot-Loire**, the financially troubled European manufacturing conglomerate [presstime, Dec. 1984, p. 44].

Neither Goss nor Intercorp Ltd., the Mystic, Conn.-based North American agent for Creusot-Loire presses, would say how the acquisition would affect marketing of the division's French-made line of offset newspaper presses in North America.

- Goss also announced a **joint agreement with the People's Republic of China** for the manufacture of offset newspaper presses for Asian distribution.

- Software Consulting Services, the Bethlehem, Pa.-based firm that markets Layout-80® and other newspaper software products, acquired the rights to develop further and **market ReQueSt-DB™**, the ANPA-developed relational teletext system for classified advertising databases.

The firm also announced it has acquired the rights to develop and market a subscriber/non-subscriber circulation package developed by Call-Chronicle Newspapers Inc. of Allentown, Pa., and the H6000 editorial, classified and composition system of the Harris Corp. of Melbourne, Fla.

- Systems Integrators Inc., the Sacramento, Calif.-based maker of newspaper front-end systems, has **entered into a marketing agreement** with Rudolf Hell GmbH of West Germany to sell laser imagesetting devices in North America as part of an SII pagination system now under development.

- ICORE Corp., a Mountain View, Calif.-based supplier of count verification devices used in the mailroom, was **sold to Ramsey Engineering Co.** of St. Paul, Minn.

A spokesman for Ramsey, a supplier of similar devices, said marketing of ICORE products has been suspended until the firm's future role within Ramsey can be evaluated.

Atex-Camex link advances

The ideal scenario for any newspaper planning to acquire pagination eventually is to keep the existing front-end system, upgrade it as necessary, and in the future add components that will fit into the paper's electronic page-makeup scheme. Several papers have begun to do just that by linking Camex Inc.'s advertising system to their Atex Inc. editorial front ends.

Thus far the Atex-Camex interactivity appears to be farthest along at The London (Ontario) Free Press, which has developed a two-way link between Atex's front end and Camex's Breeze terminal for storing and setting display advertising.

"This is the first case of the Atex front end working interactively with the Camex SuperSetter and the Breeze terminal," said Ian M. Pittendreigh, director of operations for the Free Press.

The significance for newspapers is twofold, Pittendreigh said. Newspapers with Atex front ends can "incorporate the Camex equipment without substantially altering either system," he said. And both the Breeze and SuperSetter can be used "as components of eventual pagination systems."

The "missing link" in electronic page makeup, according to Pittendreigh and other Atex-Camex users, is the "production node," where text from the Atex system and ads from the Camex can be merged into formats for composition on a page-makeup terminal. Several newspapers and systems manufacturers are working on developing the link that will complete the pagination circle while still using existing equipment.

But until then, considerable progress still has been made. In the more advanced projects, like the one at the London Free Press, the papers can use the systems any of four ways:

- The raw data for the ads are entered into the Atex system, then called up on the Breeze terminal for makeup.
- Ads are composed on the Breeze, then sent to the Atex system for storage, or "archiving." The newspaper can then use Atex's file-management system for the ads.
- Completed ads are set or proofs are pulled if the SuperSetter is the image-setting device.
- Stored ads are sent directly to the SuperSetters through the Atex system.

Currently, the Atex front ends are driving the SuperSetters in what Pittendreigh and others describe as "emulated" fashion; that is, the SuperSetter is accepting computer codes intended for other typesetters. However, Atex is reported to be near completion on its endeavor to drive the SuperSetters with its own codes.

Also in the immediate future is the integration of ERCM's Autokon scanners into the Camex system. In that project, several papers will be using the Autokon for scanning continuous tone black-and-white pictures and logos into the Breeze for manipulation.

Since its introduction about two years ago, the Camex Breeze advertising terminal and SuperSetter image setter have been looked upon as naturals for interactivity with the Atex front end. Unlike many of the other systems vendors, neither Atex nor Systems Integrators Inc., another front-end vendor that is seeking the "missing link," markets a product like the Camex Breeze. (See story, p. 30.)

Other papers working on the link include The Times Journal Co. of Springfield, Va., The Orlando (Fla.) Sentinel and The Boston Globe. The Fresno (Calif.) Bee is starting a similar project with an SII front end. The Bee will be testing SII-developed software for interaction with Camex equipment. □

Flint inks license; tests continue

Flint Ink Co. has become the fifth ink manufacturer to sign a license agreement with the Association for ANPA-INK™, the non-petroleum-based black ink for letterpress presses.

Meanwhile, the second phase of tests on ANPA-INK offset black ink [presstime, Feb. 1985, p. 44] were successfully completed at Charleston (W.Va.) Newspapers.

According to George Cashau, ANPA director/technical research, the tests took place during regular production on one unit of a Goss Metro offset press printing both the morning and evening editions for two consecutive days. The tests consumed 30 gallons of ink and used two different neutral fountain solutions.

"It gave the same appearance as their standard offset black ink," Cashau said.

In the third leg of the tests, another small batch of the ink will be tested on TKS offset presses at The Washington Post's Springfield, Va., production facility this month. □

TECHNOLOGY CALENDAR

- The Southern Newspaper Publishers Association's **1985 Production Conference** will be March 10-12 at the Hyatt Regency Nashville.
- The **Mycro-Tek Users Group** will hold a meeting March 15 at the Europa Hotel in Chapel Hill, N.C.
- The Northwest Printing Production Conference will hold its **40th Annual Graphic Arts Conference and Exhibit** March 22-24 at the Minneapolis Plaza Hotel.
- **America★East Production Conference**, sponsored by the Pennsylvania Newspaper Publishers Association, will be March 27-29 at the Hershey, Pa. Lodge & Convention Center.
- **Print 85**, the biennial printing equipment exposition and graphic arts show, will be April 13-20 at McCormick Place in Chicago.
- The **Atex Commercial Users Group** will meet April 22-24 at the Galleria Dallas Hotel.
- The **FTA Annual Forum** will be April 30-May 2 at the Clarion Hotel, St. Louis. The event, sponsored by the the Flexographic Technical Association, will include a session on newspapers.
- The **Gutenburg Festival** international graphic arts show will be May 9-12 at the convention center in Long Beach, Calif.
- Typeworld magazine's **PC's & Type**, the first annual personal computers in typesetting and publishing conference/exhibit will be May 16-18 at the New York Penta Hotel.
- The **57th Annual ANPA Operations Management Conference & Exposition** will be June 8-12 at the Rivergate Exhibition Center, New Orleans Convention Center and New Orleans Hilton.
- **Type-X '85** will be Aug. 17-19 at the Washington Hilton in Washington, D.C.
- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton in Washington, D.C.

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ITU officer says merger plan faulty

Members of the Graphic Communications International Union are scheduled to vote April 10 on a proposal to merge with the International Typographical Union.

But the highway to merger is not smooth, and ITU members who favor a merger with the Teamsters are setting up roadblocks.

The GCIU referendum was authorized by a 24-16 vote of that union's general board. The board has requested additional financial information from the ITU before it makes a decision on whether to recommend the merger to the GCIU membership.

A Feb. 1 letter written by ITU Secretary-Treasurer Thomas W. Kopeck in response to an inquiry from a Philadelphia ITU member surfaced at the GCIU's board meeting. In the letter, Kopeck said the GCIU-ITU merger agreement is "not financially sound." Kopeck wrote: "With our normal membership attrition of 2,000-plus per year, and assuming no defections upon merger, the projected income cannot possibly meet the expected cost."

Kopeck told presstime that he based his projections on a dues-paying ITU membership of 40,000.

In another obstacle to the merger, a group of ITU members who want a referendum conducted on a Teamsters' merger proposal has asked the U.S. District Court for the District of Columbia to block the scheduled March 27 ITU vote on the GCIU merger [presstime, Feb. 1985, p. 48].

That group, calling itself the "ITU Coalition for Merger," contends that ITU President Robert S. McMichen and Vice Presidents Billy J. Austin and William J. Boarman, who form a majority of the union's five-member executive council, failed to abide by a convention mandate last September either to produce a merger agreement with another union within 90 days or to conduct a referendum on the Teamsters' proposal.

The coalition also maintains that McMichen, Austin and Boarman violated the ITU's constitution by refusing to recognize a petition initiated by St. Louis Mailers Union No. 3 calling for a vote on the Teamsters' proposal. The executive council majority found that the local's "referendum resolution" was improperly drawn and executed.

But the coalition contends that the majority's refusal to accept the petition was based on an "unreasonable, arbitrary and capricious" interpretation of the ITU constitution and should be overturned by the court.

Furthermore, the coalition charges in its complaint that the ITU-GCIU agreement was negotiated without the full participation of Kopeck and Vice President Allan J. Heritage.

McMichen told the GCIU board that the ITU would delay counting the ballots from its March 27 vote until the GCIU members vote April 10. Kopeck, however, said that ballots cannot be impounded under the ITU's normal referendum procedure.

In yet another internal ITU squabble, an arbitrator conducted hearings in Washington, D.C., Feb. 14-15 in a dispute over the firing of former ITU vice president and international representative Raymond E. Brown, who was dismissed by a majority vote of the ITU executive council. ☐

Deliverer is ruled an independent contractor

The Virginia Industrial Commission has affirmed on appeal a deputy commissioner's finding that a motor-route newspaper carrier was an independent contractor rather than an employee within the meaning of the state's workers' compensation law.

Barbara Curtis, the claimant, alleged that she had injured her back while loading copies of The Free Lance-Star of Fredericksburg into her automobile.

The commission found that the newspaper "exercised no control" over Curtis in the way she delivered the papers. Thus, as an independent contractor, she could not make a claim against the newspaper, it held.

(Curtis v. Fredericksburg Free Lance-Star, Va. Industrial Commission Claim No. 115-99-98) ☐

Resignation provision found illegal

A National Labor Relations Board administrative law judge has found that a local of the Graphic Communications International Union violated the Taft-Hartley Act by restricting resignations from the union.

The ruling follows other recent NLRB decisions involving The Newspaper Guild in which the board held that any restrictions placed by a union on its members' right to resign are illegal [presstime, Jan. 1985, p. 63].

The latest case arose when GCIU Local No. 55 refused to accept the resignations of the pressroom foreman and two assistant foremen at The Birmingham News. The GCIU's constitution provides that a member may resign "upon approval of the local executive board, only if he is in good standing and has ceased to be engaged as an employee or in a supervisory capacity in an industry within the jurisdiction" of the union.

The company filed charges with the NLRB after the union refused to accept the resignations.

Judge Lawrence W. Cullen recommended that the board order the union to delete the resignation provision from its constitution and to accept the three men's resignations.

The union is appealing the decision.

(Birmingham Printing Pressmen's Local Union No. 55 and The Birmingham News Co., JD-[ATL]-3-85) ☐

Court dismisses racial bias suit

The 5th U.S. Circuit Court of Appeals has affirmed a lower court's dismissal of a race discrimination suit against the Beaumont (Texas) Enterprise and Journal.

A circulation department employee who is black, John Porter, alleged that he had been discharged because of his race in violation of Title VII of the 1964 Civil Rights Act.

The U.S. District Court for the Eastern District of Texas dismissed the suit on procedural grounds after finding Porter's attorney had been negligent in serving suit on the company.

(Porter v. Beaumont Enterprise and Journal, USCA5 No. 84-2088) ☐

Firing for theft is upheld

The Warren (Pa.) Times Observer's discharge of its sports editor for abuse of a company telephone credit card has been sustained by an arbitrator.

The grievant had been issued the credit card in 1970 and became sports editor the following year.

Early in 1984, the Times Observer conducted an investigation of its telephone records for the previous year. It showed that the man had made a large number of calls and that many of them did not have an apparent business relationship.

With the help of the telephone company, the newspaper checked the calls in detail and found what it believed to be a pattern of misuse of the card.

After management representatives reviewed the calls with him, the sports editor was discharged May 3.

Erie Typographical Union No. 77, the grievant's representative, contended that the discharge penalty was too severe in light of his long service.

But Publisher Kevin Mead noted in a letter sent to the grievant at the time of his discharge: "Allowing the paper to pay for your personal expenses is the equivalent of theft and represents a serious abuse of your position as an editor and the trust which has been placed in you."

Arbitrator Myron L. Joseph noted that the grievant admitted using the card out of "force of habit" to make numerous personal calls from his home. The calls, which were made over a period of "many months," went to the man's "stock broker, friends, retail establishments, and others," the arbitrator found.

"The grievant knew that normally the phone calls were not monitored and that he would be asked to pay for his personal calls only if he reported them to the employer," Joseph noted. "By not reporting his calls to the newspaper, he knowingly caused the employer to pay for his personal expenses."

Joseph agreed with Publisher Mead that by allowing the newspaper to pay for personal calls, the grievant was, in effect, stealing money.

"It is not necessary to announce a formal rule against theft in order to discipline an employee for stealing company property or funds," the arbitrator said. "It can be assumed that employees understand certain minimum standards for behavior and the expected consequences for their violation."

The union had argued that the grievant should be excused because there was no system of monitoring phone calls and because the company's enforcement of its reimbursement requirements was lax.

But Joseph said, "The arguments are not persuasive. The absence of a bank guard does not excuse bank robbery, and the company's reliance on the honor system rather than a formal monitoring of phone calls does not excuse a violation of trust."

As to the union's contention that discharge was too severe for an employee with a long and otherwise unblemished employment record, Joseph noted that the offense did not involve a single lapse in judgment or a momentary failure to meet responsibilities.

"He violated his trust to the extent that it became a habit," the arbiter said. "These repeated minor thefts constituted a pattern of irresponsible behavior for which discharge was an appropriate penalty." □

Reinstatement order appealed

The Washington Post is appealing an order of the District of Columbia Human Rights Commission to reinstate a former copy aide to a newsroom position.

The newspaper appealed to the District of Columbia Court of Appeals after the commission rejected a request to reconsider its decision.

The commission found that the newspaper discriminated against Mario Schowers, who is black, and then fired him for having filed a complaint with the agency. It also ordered the Post to pay Schowers the difference between what he has earned since his 1976 discharge and what he would have earned if he had worked for the newspaper.

In 1978, in an arbitration between the Post and The Newspaper Guild, Arbitrator Lewis M. Gill upheld the newspaper's decision to discharge Schowers for unsatisfactory job performance. □

Additional arbitration awards

Kingston (N.Y.) Daily Freeman, Guild: Bertram T. Kupsinel ruled that the newspaper did not violate the labor agreement by eliminating a 1-percent higher commission rate that had been paid to a display advertising employee.

Lansing (Mich.) State Journal, Guild: Alan Walt found that five of seven stringers and correspondents are part-time employees covered by the labor agreement.

Manchester (N.H.) Union Leader, Guild: Daniel G. MacLeod ruled that employees applying for posted job openings must be qualified and have the potential to fulfill the minimum requirements of the job before they are entitled to a tryout.

Milwaukee Journal and Sentinel, GCIU: Edward B. Krinsky upheld the company in a dispute over press manning during lunch breaks.

Minneapolis Star and Tribune, GCIU: William J. Berquist ruled that four apprentice pressmen who returned to work after a layoff did not accumulate vacation credits while they were absent.

Minneapolis Star and Tribune, Guild: Anthony V. Sinicropi found that a sports department employee who resigned was not entitled to dismissal pay.

Il Progresso Italo-Americano, New York City, ITU: Richard Adelman ruled that mailers were not entitled to an additional day's pay in addition to holiday pay for Christmas and New Year's Day.

San Diego Union and Tribune, Guild: Thomas Christopher upheld the two-day disciplinary suspension of an accounting department employee for refusing a supervisor's order.

Washington Post, Guild: Francis J. Robertson dismissed as "moot" the union's grievance in a job-classification dispute after the involved clerical employee resigned from the company.

Washington Post, Guild: Nicholas H. Zumas found that a credit department employee had voluntarily resigned and dismissed the union's discharge grievance.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Union's representation bid found inappropriate

An NLRB official has dismissed a petition filed by Laborers' Local 341 to represent a unit of mailroom inserters, circulation drivers and truck-service employees at The Anchorage Times.

The agency's regional director in Seattle, John D. Nelson, found the petitioned-for unit was "inappropriate" because the employees had different job functions, skills and supervision.

Nelson also noted that the NLRB in 1978 had ordered the newspaper to bargain with Local 1547 of the International Brotherhood of Electrical Workers for a labor agreement covering a unit that included circulation employees. That order was affirmed by a U.S. Court of Appeals [**presstime**, June 1981, p. 43].

However, no agreement was ever reached with the IBEW. Nelson found a recent letter from the IBEW disclaiming further interest in representing the employees was a "valid disclaimer."

As a result, he approved the newspaper's withdrawal of the petition it had filed for an election to determine whether the IBEW still represented a majority of employees in the accounting, advertising, circulation and editorial departments.

(The Anchorage Times Co. and Alaska State District Council of Laborers and IBEW, Cases 19-RC-11090, 19-RM-1906) ☐

Tentative agreement in San Juan

Members of The Newspaper Guild at The San Juan (Puerto Rico) Star were voting in late February on a new labor agreement that would end a strike and allow publication for the first time since last Oct. 14. The tentative agreement was reached Feb. 15.

Star President and General Manager John A. Zerbe Jr. said that if the agreement is ratified, publication of the English-language daily would resume the first week of March. The Guild's bargaining committee said it would recommend ratification.

The Guild is the only union at the 38,250-circulation paper and represents employees in all departments. Union members had been putting out an interim weekly while the Star was publishing a weekly tabloid printed in the United States and distributed to subscribers through the mail [**presstime**, Feb. 1985, p. 49]. ☐

NLRB elections

Appleton (Wis.) Post-Crescent, CWA: Advertising, bookkeeping, editorial and dispatch employees voted 59-21 in favor of representation by the Communications Workers of America.

(NLRB Case No. 30-RC-4440)

Los Angeles Daily News, Teamsters: Circulation drivers and dock workers voted 27-6 against representation by Local 986 of the Teamsters.

(NLRB Case No. 31-RC-5796)

New Haven (Conn.) Register and Journal-Courier, ITU, Teamsters: Composing room employees voted against continued representation by the International Typographical Union, casting 38 ballots for no representation, 12 for the Teamsters and two in favor of the ITU.

(NLRB Case No. 39-RD-83)

Recent contract settlements

Buffalo News, Guild: 39-month agreement covering editorial and commercial employees; retroactive to May 1, 1984.

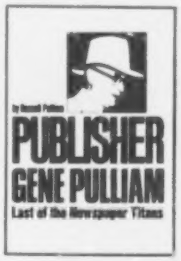
Dallas Times Herald, ITU: Three-year agreement covering composing room employees; retroactive to Sept. 1, 1984. Also, 34-month agreement covering mailroom employees; retroactive to Nov. 21, 1984.

(Details in March 1985 ANPA Labor & Personnel Relations Letter.)

From mud hut boy to newspaper magnate

Russell Pulliam, editorial writer for the Indianapolis News, is the biographer of his grandfather in *Publisher Gene Pulliam: Last of the Newspaper Titans.*

Gene Pulliam, the son of an itinerant minister, was born in a Ulysses, Kan., "mud hut" in 1889. He graduated from Indiana's DePauw University where he helped found the journalism society Sigma Delta Chi.



Although he had a bent for writing, his greater aspiration was to own a "big-city" newspaper, says the author. With the purchase of the Indianapolis News—his 51st newspaper—he stopped buying.

Gene Pulliam died in 1975, having willed his empire to a trust. "He had seen many newspapers ruined by family stockholders . . ." the grandson says. "He was the last of his kind . . . the Horatio Alger of newspaper publishing."

The 320-page, hard-cover book is available for $16.95 from Jameson Books, 722 Columbus St., Ottawa, Ill. 61350. ☐

Black journalists in U.S. newsrooms

Who's What and Where is "the first-ever compilation of information on America's black journalists," according to editors Ben Johnson, assistant to the managing editors/development at the Detroit Free Press, and his wife, Mary Bullard-Johnson, a free-lance writer.

Who's What and Where
a directory of America's black journalists

The Johnsons and other contributors explain what must be done to improve the nation's low percentage of black-held newspaper jobs—6 percent in 1983.

The book includes sections on "Organizations ready to help," "Unsung heroes," and "A directory of America's black journalists." Minorities whose names are not included in the directory listing are encouraged to contact the Johnsons.

The soft-cover, 480-page book is available for $24.95 from Ben Johnson, P.O. Box 921, Detroit, Mich. 48231. ☐

Waste not, want not, paper finds

Most newspapers are happy if they have *some* way of disposing of salvage paper. The Columbian of Vancouver, Wash., not only found a *good* way to remove heaps of returns, core waste and spoiled copies but also to save a bundle of cash.

Like many papers, The Columbian does a lot of commercial printing. Between the waste produced by it and its sister firm, The Columbian Printing Co., about 1,000 tons of salvage are generated annually.

Working with a salvage hauler, The Columbian has implemented a system that has greatly reduced man hours required to prepare the salvage for hauling.

It also has been able to get more money for the discarded material. "We were also losing out because we weren't getting top dollar for our salvage," noted Ray Maly, vice president/operations of the paper and president of The Columbian Printing Co.

Preparing the salvage for hauling and resale was time-consuming and costly. Workers had to strap the paper discard onto pallets or wire the material into bales. Then the salvage hauler, Northwest Paper Fibers of Portland, Ore., had to strip the bales and pallets before the paper could be sold to a recycling mill.

Two years ago, Northwest Paper and The Columbian entered into a joint venture to reduce costs, partly by eliminating the need to use either bales or pallets.

The program involved building two transportable 40-cubic-yard metal containers. Installed at the newspaper plant, they use specially designed "rolling lids" to facilitate loading, transportation and unloading, and to keep the contents dry.

Seven smaller bins were positioned at the end of each press line. As those bins become full, a forklift operator empties them into one of the larger containers. The hauling firm then trucks the 40-yard containers to the Publishers Paper Co. mill in Oregon City, Ore., for processing.

The Columbian, Vancouver, Wash.

Forklift operator makes a deposit of old newspapers and waste circulars.

Both the newspaper's and the hauler's initial investments were relatively small. However, the return on investment has been significant, Maly said.

Among details of the program:

- As an "incentive and gesture of good will," Maly said the salvage hauler, Northwest Paper, paid for the 40-yard containers that cost $3,000 each.
- The newspaper will pay a $125 hauling charge for each of the first 200 trips to the mill. Thereafter, ownership of the containers transfers to the paper and hauling charges drop to $95 per load.
- The Columbian purchased the seven smaller waste containers at $2,012 each. It also bought a $2,740 forklift rotator that helps to dump contents from those smaller boxes into the larger bins.

Under the old scheme, palletizing consumed four man-hours per ton and cost $26.50. Baling required six man-hours and cost $46.50. Expenses included materials—baling wire, pallets, covering and straps—and hauling charges.

The new method "takes one-half man-hour per ton to handle all of our printed salvage at a cost of $16 per ton, including hauling," Maly said. "In 1984, The Columbian realized a net savings of $14,284 more for the loose salvage."

Moreover, after the containers are paid for, Maly noted, The Columbian will realize an increase of $7.54 for each ton of salvage it sells.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Alan Tepper, Technical Services Department, The Newspaper Center, Reston, Va. ☐

Statistics delayed

Newsprint statistics for January were not available by press time. They will be published in the April issue.

Financial report of paper companies, 1984 v. 1983

Net income (in thousands of dollars)

	1984	1983	% Change
Boise Cascade Corp.	$ 69,600	60,400	+15.2
Bowater Inc.	72,098(a)	37,976(b)	+89.9
British Columbia Forest Products Ltd.	9,200	(32,700)	--
Consolidated-Bathurst Inc.	58,901(b)	24,854(b)	+137.0
Crown Zellerbach Corp.	86,900	87,800	-1.0
Domtar Inc.	93,900(a)(b)	40,200(a)(b)(c)	+133.6
Donohue Inc.	30,300	9,400	+222.3
Great Lakes Forest Products Ltd.	17,779	(9,936)	--
Great Northern Nekoosa Corp.	119,900	84,000	+42.7
International Paper Co.	120,000	254,900(a)	-53.0
Kimberly-Clark Corp.	225,000(a)	188,800	+19.2
Southwest Forest Industries	(9,032)(b)	(15,678)(a)(b)	--
Weyerhaeuser Co.	226,200	204,800	+10.4

(a) including extraordinary gain (b) including extraordinary loss (c) restated ( ) = loss

Kenaf paper-making advances

Kenaf Puerto Rico Inc., formed in January as a joint venture between Kenaf International of California and Kenaf Development Co. of Puerto Rico, plans to create a fiber-pulping and paper-making system in Puerto Rico.

Final engineering and feasibility research will begin soon to confirm data that strongly conclude the project is operationally and economically viable.

If the project goes forward, it will mark the first attempt to produce kenaf newsprint on a full-scale commercial basis since ANPA released a 1982 feasibility study to encourage exploitation.

Kenaf is an annual plant that typically grows to 12 feet in height and produces a jute-like fiber [**presstime**, June 1984, p. 50]. Compared to trees, kenaf can yield nine times the pulp from an acre of comparable forest land. ☐

Kenaf grows to 12 feet in height.

Prices will rise to $570 per metric ton

Major newsprint companies plan to stick by their previously announced intention to raise prices for U.S. customers April 1 [**presstime**, Nov. 1984, p. 55]. The price will increase from $535 to $570 a metric ton.

Among them are Abitibi Price, Bowater, CIP, Consolidated-Bathurst, Great Lakes Forest Products, Kruger, Kimberly-Clark, Ontario Paper, Great Northern Paper and Bear Island Paper.

However, Boise Cascade notified its customers east of the Rockies that it will implement the price increase May 1. Champion International's Southland Division also will boost prices May 1.

In addition, some companies will raise the price to Canadian customers from $585 to $635 (Canadian), effective April 1. ☐

NEWSPRINT NOTES

- The city of Richmond, Calif. received a $50,000 federal grant to conduct a feasibility study on building a 181,000-metric-tons-a-year newsprint mill that would **use waste newsprint** for furnish.

According to city officials, several firms are interested in the proposal to build a recycling mill in Richmond.

The grant came from U.S. Department of Commerce's Economic Development Administration.

- Great Northern Paper Co. announced a $155-million **renovation program** for its East Millinocket, Maine, mill—the last newsprint mill in New England.

The renovation will include modernizing two paper machines for improved quality and increasing production speed by 40 percent. The additional capacity to be realized has not been specified publicly.

Construction is expected to begin this summer, with completion set for 1987.

- Times Mirror Co. of Los Angeles is discussing the **possible sale** of its Publishers Paper Co. subsidiary to Boise Cascade Corp.

Publishers Paper has newsprint mills in Oregon City and Newberg, Ore. Total estimated newsprint capacity of the two mills last year was 523,000 metric tons.

Times Mirror said the possible sale would include a long-term contract with Boise Cascade for the supply of newsprint to the Los Angeles Times and other Times Mirror newspapers in the West.

- Bowater Inc. capped a two-year effort to divest its oldest North American newsprint mill with **completion of the sale of the Corner Brook, Newfoundland mill** to Kruger Inc. [**presstime**, Oct. 1984, p. 60]. Terms were not disclosed.

Kruger said it will begin a $200-million, five-year modernization of the mill by April. Federal and provincial governments will contribute 20 percent, or about $39 million, toward the modernization.

Congress studies DOT recommendation on Conrail sale

The U.S. Department of Transportation picked Norfolk Southern Corp., a holding company that owns the Norfolk & Western and Southern railways, as the preferred bidder for the government's 85-percent share of Consolidated Rail Corp.

The $1.2-billion Conrail purchase, which must be approved by Congress, would result in Norfolk Southern's owning the largest railroad system in the United States, with 31,500 miles of track.

The Justice Department has approved the deal, providing Norfolk Southern sells, leases or makes its track available to competing railroads in certain markets.

Norfolk Southern was one of three finalists in the bidding for Conrail, whose employees own the other 15-percent share [**presstime**, Feb. 1985, p. 47]. The other two were Alleghany Corp. and an investors' group led by J. Willard Marriot.

All the bidders had agreed to maintain Conrail's business "substantially as it is now being conducted" for five years after the sale.

The government created Conrail in 1976 from the remains of the bankrupt Penn Central railroad and five other ailing Northeastern roads. Since that time, more than $7 billion in federal funds has been invested in the railroad.

Even as the Reagan administration advanced plans to sell the railroad outright, congressional proponents of a public sale of Conrail stock introduced the Conrail Privatization Act of 1985. ☐

Shippers get more time to pay bills

The Interstate Commerce Commission has given shippers more time to pay railroads, motor and water carriers and freight forwarders for interstate shipments.

The new rules, effective May 1, expand the credit period to 15 days for all carriers. Previously, railroad bills had to be paid within four or five days of receipt of the bill; motor carriers and forwarders had to be paid within seven days, and water carriers within two to four days.

However, carriers in some circumstances may elect to reduce the 15-day period or expand it to 30 days. The ICC's decision also authorizes carriers to offer early-payment discounts and late payment service charges. ☐

Tom A. Giuffrida

A. Mark Smith

Ronald G. Beach

Donald O. Morse

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

I Am a Recruiter

Reed Sarratt, executive director, Southern Newspaper Publishers Association, Atlanta. American Society of Newspaper Editors' Education for Journalism Committee meeting, Nashville, Jan. 19.

Pulp and Paper—At High Noon

Howard Hart, president, Canadian Pulp and Paper Association, Montreal. CPPA annual luncheon, Montreal, Feb. 1.

A Management Philosophy and Other Remarks

Paul N. Carlin, U.S. postmaster general. Mailers' Technical Advisory Committee meeting, Washington, D.C., Jan. 10.

The Missing Agenda

Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. World Affairs Council of Boston panel discussion, Boston, Jan. 29.

From the International Newspaper Advertising and Marketing Executives winter sales conference, Miami Beach, Jan. 27-30:

Marketing Is Not Enough

Tom A. Giuffrida, vice president and general manager, Atlanta Journal and Constitution

Selling Newspaper Advertising on Commission

Gene Williams, vice president/marketing director, Charlotte (N.C.) Observer and News

Three Conditions for Boosting Color Sales

A. Mark Smith, advertising director, Athens (Ga.) Banner-Herald and Daily News

Winning Advertisers Over to Newspapers

Robert M. Hobson, marketing services director, The Wichita (Kan.) Eagle-Beacon

Classified Incentive Plans

Paul D. Laraway, classified advertising director, Dallas Times Herald

How Newspapers Can Improve Classified Employment Advertising Marketing

Ronald G. Beach, classified advertising director, San Jose (Calif.) Mercury News

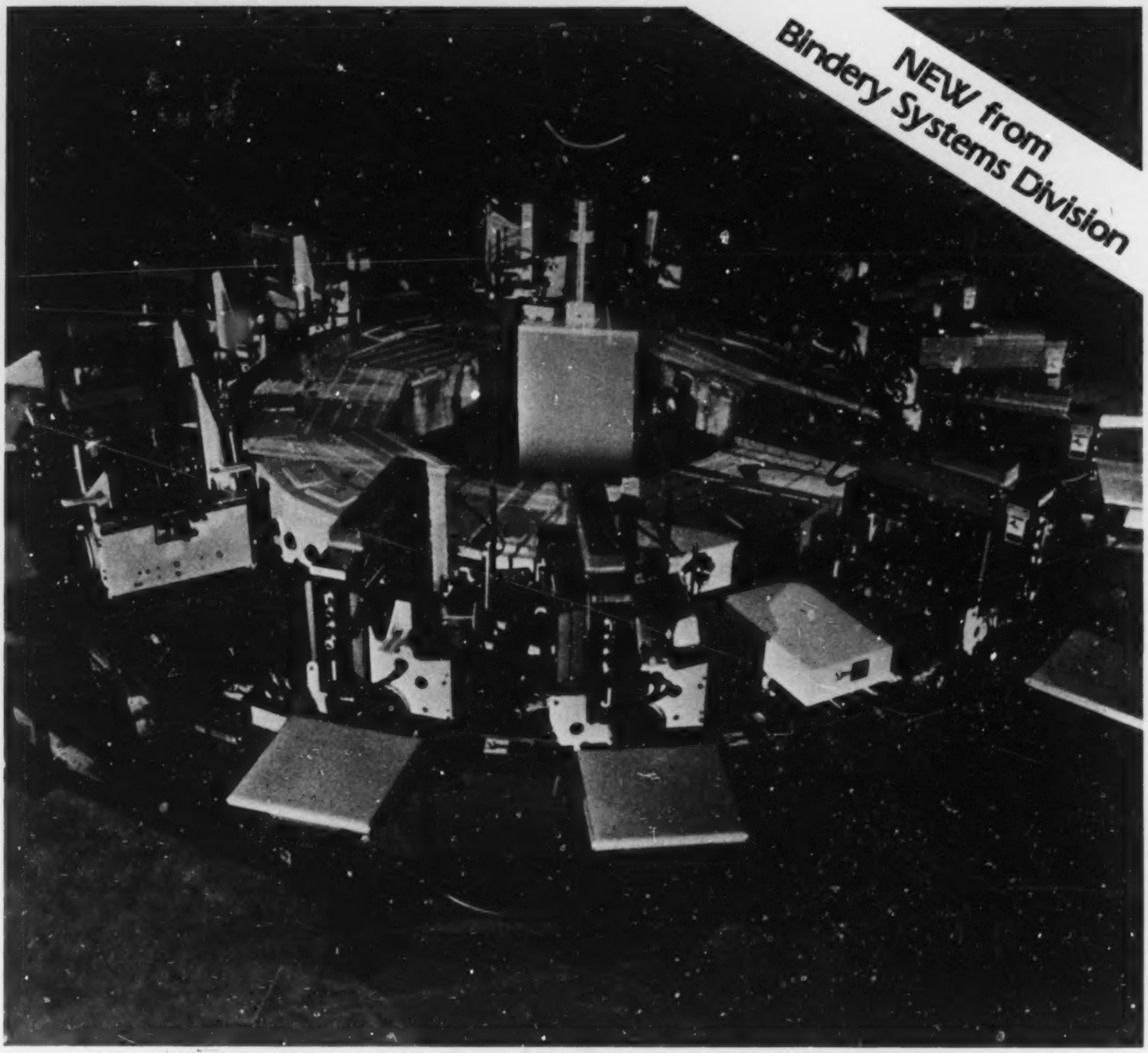
From Suburban Newspapers of America circulation conference, Chicago, Jan. 17-18:

What I Would Do If I Were Editor

Donald O. Morse, circulation/promotion manager, Dole Publishing, Somerville, Mass.

Circulation and the Law

Robert L. Ballow, legal representative and general counsel of the International Circulation Managers Association, and attorney, King, Ballow & Little, Nashville



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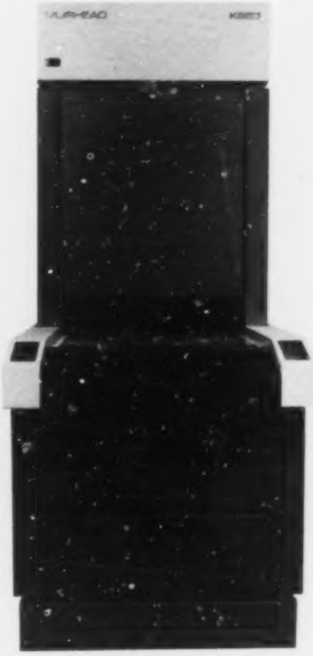

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Minority employment urged

Aubespin delivers comment. Seated beside him is Frank Newton, executive director of the National Association of Hispanic Journalists.

After years of discussion on the need to increase minority employment in newsrooms, an industry-wide coordinating group has been formed to promote that idea throughout all newspaper departments.

A steering committee composed of representatives of major newspaper organizations has been formed to make specific proposals. The committee was an outgrowth of a Feb. 12-13 meeting in Washington, D.C., of about 50 industry leaders, organized by the American Society of Newspaper Editors and ANPA Foundation.

The group was in general agreement that minority employment at newspapers should be more in line with the number of minorities in the general population. There was also a consensus that achievement of significant change would require unified action.

"We don't have to sell the idea again," said ANPA Executive Vice President Jerry W. Friedheim. "What we need (now) is tools."

Setting the tone for the planning session, keynote speaker Benjamin L. Hooks, executive director of the National Association for the Advancement of Colored People, posed "the question that perplexes and puzzles, bewilders and bedevils us . . . why we haven't done any better." The answer lies in setting priorities, he told the group that represented most of the major newspaper associations. "You've got to convince the people in your organizations you mean business," said Hooks, recalling enforcement of affirmative action in the broadcast industry when he was a member of the Federal Communications Commission in the 1970s.

The decision to form a steering committee came after a series of presentations showed that a variety of programs are already under way, but that coordination would make these efforts more effective throughout the industry.

Ongoing efforts, largely aimed at editorial jobs but which many speakers said could be expanded to include non-editorial as well, include:

- Compilation of lists of minority job seekers by national organizations of minority journalists and others
- A minority jobs "hotline" to match jobs with applicants that the Society of Professional Journalists, Sigma Delta Chi, is launching this month. The number is 1-800-331-1750, operator 128
- Attendance at annual minority job fairs and at ASNE's regional minority job conferences
- Scholarships, internships and training programs offered by a variety of newspapers and press organizations, including ANPA [presstime, August 1984, p. 14].

However, Mervin Aubespin, president of the National Association of Black Journalists, said there remains a need for coordination of programs aimed at minority promotion. "We can bring them in at the bottom all we want," said Aubespin, a staff writer at The Courier-Journal in Louisville. "But unless we can show them they can get to the top, we're going to lose them along the way."

One such management-training program is scheduled to begin this fall under sponsorship of the Institute for Journalism Education in conjunction with Northwestern University's J.L. Kellogg Graduate School of Management and Medill School of Journalism.

IJE President Ellis Cose told the group that the Robert R. McCormick Charitable Trust had recently contributed $100,000 to the new Chicago-based program, and other large contributions would be announced shortly. In 1968, the McCormick Trust provided the same amount for initial funding of ANPA Foundation's minority scholarship program, which was in effect in the 1970s and received support from throughout the newspaper business.

Representatives of several industry-wide newspaper organizations without affirmative-action programs announced at the meeting that they intend to start minority programs.

The president of the International Circulation Managers Association pledged the formation of a committee to "brainstorm" the issue. Jack Butcher, circulation director of The Tampa Tribune, said ICMA also would conduct its first survey to determine the number of minority employees in circulation departments.

Others were less specific but indicated that their organizations would give the issue serious consideration. "We have had no formal minorities activity," said Paula Markiewicz, executive director of the International Newspaper Promotion Association, "but we certainly will have it today after I get back (to the office)."

The group did not endorse the proposal of Loren F. Ghiglione, chairman of ASNE's Minority Committee and editor and publisher of The News in Southbridge, Mass., to establish a paid position to coordinate minority employment efforts in non-editorial departments. For the past year, editorial programs have been spearheaded by Carl E. Morris, full-time director of minority affairs for ASNE.

Suggestions to enlarge the term "minorities" to include women and the disabled were also rejected in favor of concentrating on increasing employment of racial and ethnic minorities—primarily blacks, Hispanics, Asians and native Americans.

The steering committee includes representatives from ANPA, ASNE, Associated Press Managing Editors Association, National Council of Editorial Writers, International Newspaper Promotion Association, Association for Education in Journalism and Mass Communication, and SPJ,SDX. Also represented on the committee, which will meet again during ASNE's April convention in Washington, D.C., are NABJ and IJE.

The National Association of Hispanic Journalists, the Asian American Journalists Association and the Native American Press Association, all represented at the meeting, also will be asked to serve on the committee. *—Marcia Ruth*

Gannett makes two major acquisitions

In the space of three weeks, Gannett Co. made major, back-to-back acquisitions—The Des Moines Register on Jan. 31 and Family Weekly Feb. 21. The deals left Gannett with its largest regional newspaper and with the third most widely distributed weekly magazine in the United States.

For these new properties, Gannett paid $200 million for the Register (circulation 234,927 mornings and 384,923 Sunday) and an as-yet undisclosed amount for the magazine inserted in 362 Sunday papers in 47 states.

FamilyWeekly

The Des Moines Register

Earlier Gannett efforts to purchase U.S. News & World Report were unconsummated, as the magazine went to a higher bidder—Mortimer B. Zuckerman.

Begun in 1953 in 26 newspapers, Family Weekly was purchased from CBS Inc., which bought the magazine five years ago for $50 million from a group of four partner-owners [presstime, Jan. 1980, p. 59].

Although few details of the sale were available at press time, Family Weekly Publisher Patrick Linskey announced he was "thrilled" at his magazine's new "parent."

Meanwhile, three weeks after the Des Moines sale was announced, a Gannett official said single-copy price and advertising rate increases may be ahead for the Register.

Charles L. Overby, vice president/communications, said raising single-copy prices, now 25 cents, is "a possibility" at the Iowa paper. Home-delivered Sunday papers are sold at "a pretty good discount," he said, and "there is some room there" to raise prices also. Gannett believes it can improve profitability and continue the paper's excellence, Overby said.

For the $200 million, Gannett also got The Jackson (Tenn.) Sun and two Iowa weeklies from the Des Moines Register & Tribune Co., which is being sold in pieces. By late February, media companies had successfully bid for most of the Register and Tribune's remaining assets.

Gannett has already announced management changes at the Register. Richard W. Gilbert, acting president and chief operating officer, and Charles C. Edwards Jr., acting publisher, will be appointed to those jobs after Gannett takes formal control. James P. Gannon will remain as editor.

Michael G. Gartner, the Register and Tribune's president, and Gary A. Gerlach, the Register's publisher, have been on paid leaves of absence. They and Dow Jones & Co. were among the investors who made the offer in November that led to a bidding war and the company's sale [presstime, Jan. 1985, p. 66].

Top Gannett officials plan to meet with Gartner and Gerlach about possible jobs within Gannett other than at Des Moines, Overby said. ☐

Pulitzer-winning weekly snuffed out by loss of 'legals'

The Georgia Gazette, the 3,000-circulation Savannah weekly that won the 1984 Pulitzer Prize for editorial writing, was scheduled to go out of business with its Feb. 28 edition.

Loss of its designation as the official publisher of legal advertising for Chatham County was blamed for the newspaper's demise. Legals can be a matter of life or death for some small newspapers [presstime, Jan. 1985, p. 5], and in the case of the Gazette, those from the county brought in about $100,000 a year in revenues.

"There was no indication that we would ever get them back," said former Editor Albert Scardino. "Our reserves weren't strong enough to see us through."

Scardino, who left the aggressive weekly the first of this year to become an editor at The New York Times, would not comment on whether he believes the removal of the "official" newspaper designation was vindictive.

The legal ads had gone back and forth between the weekly and Savannah's two co-owned dailies ever since Scardino and a group of local residents started the paper in 1978.

The Gazette first obtained the county's advertising that year, lost it in 1980 to the Savannah Evening Press, but got it back in 1982, according to Scardino. Now they are appearing in the Savannah Morning News.

After it lost the legals in 1980, the Gazette brought suit against the daily newspaper company, alleging First Amendment violations. It later withdrew the suit. ☐

Suit slows Multimedia buyout

A planned leveraged buyout of Greenville, S.C.-based Multimedia Inc. by a management-led group of investors has been slowed by a stockholder's lawsuit.

The stockholder, Bruce Doniger, a partner in the broker-dealer firm of Gilbert, Doniger & Co. in New York City, said he filed the suit in the Court of Common Pleas in Greenville because he believes the investment group's offer of about $49.50 a share in cash and debentures is too low. "It's a classic problem of what a company is worth," Doniger said.

In a leveraged buyout, investors buy a company in a transaction financed largely by borrowing. The debt ultimately is paid with funds generated by the company's operations or sale of its assets.

Multimedia, which publishes 13 daily and 30 non-daily newspapers, announced Feb. 1 that it had received a proposal from a group of investors to buy the company. The investors include top officers of the company and members of the families that founded Multimedia.

The company's stock is traded over-the-counter.

In addition to the newspapers, Multimedia owns and operates five television and 12 radio stations, operates more than 100 cable television franchises and produces the Phil Donahue TV show. ☐

Sunday paper folds

Montreal's only English-language Sunday newspaper ceased publication Jan. 20 after 15 years.

The Sunday Express, published by Quebecor Inc., had a circulation of about 45,000. "We were too small," said Executive Editor M.A. Lawton.

The Express was unusual in that it had no weekday editions.

Clark W. Davey, publisher of The Gazette, the only English-language daily in Montreal, said his newspaper has no immediate plans to start a Sunday paper. "We looked at the possibility," he said.

Montreal has three French-langugage Sunday papers. ☐

Press aids Ethiopian famine victims

At least two newspapers and one editorial cartoonist have raised large sums of money to aid the starving of Africa.

The Gwinnett Daily News of Lawrenceville, Ga., the Omaha World-Herald and Rocky Mountain News cartoonist Ed Stein have collected a total of nearly $400,000 to aid people in the drought-stricken countries.

Additionally, for the Daily News, the fund-raising drive injected an unusual local angle into an international news event. For the World-Herald, it complemented an annual campaign for the needy. And for Stein, it allowed him to reuse editorial cartoons in a gratifying way.

Curtis Compton, Gwinnett Daily News

Gwinnett reporter Rebecca Rakoczy helps mix grain in the Sudan.

Daily News Editor James R. Osteen said telephone calls from readers triggered the fund drive. They wanted to help the starving, Osteen said, "but they were skeptical about sending their money to just anybody."

The paper set up a relief fund through a Lawrenceville bank. The goal of the drive, which began Nov. 4, was $10,000. But it raised $100,000 in eight weeks.

The paper used $75,000 to buy grain and gave another $25,000 to the Red Cross.

The Gwinnett Daily News also sent a reporter and photographer to Africa to cover the distribution of the food.

Media coverage of the African famine broke just before the Omaha daily began its annual Good Fellow Fund Drive, a philanthropic effort to help the needy.

According to E. Terry Ausenbaugh, public affairs manager, the paper decided to launch a promotional campaign for both the local and the African relief efforts. The drive was coordinated with New York-based CARE, Ausenbaugh said, and eventually $183,000 was turned over to an African relief fund.

The World-Herald had feared the African campaign would siphon off contributions to the Good Fellows Fund Drive. Instead, it raised $161,000 this year, Ausenbaugh said, "which was a new record."

In Denver, Stein came up with the idea of giving one of his original drawings to anyone who would contribute $75 to assist the African drought victims. Within the Denver area alone, the campaign raised $33,000, he said.

His syndicate, NEA, picked up on the idea and ran a similar program that brought in another $80,000. The contributions were turned over to the Catholic Relief Services and World Vision. ☐

Recent acquisitions

Cox Enterprises Inc. of Atlanta is acquiring The Orange (Texas) Leader, daily circulation 11,361.

The News & Observer Publishing Co. of Raleigh, N.C., acquired the Evening Herald of Rock Hill, S.C., circulation 25,220.

Loren F. Ghiglione, editor and publisher of The News in Southbridge, Mass., acquired the Bristol (Conn.) Press Publishing Co., publisher of The Bristol Press, daily circulation, 20,009.

Smith Newspapers Inc. of Fort Payne, Ala., acquired the Bastrop (La.) Daily Enterprise, circulation 6,979.

The Omaha World-Herald Co. acquired the Kearney (Neb.) Daily Hub, circulation 11,639. ☐

Farmington Valley Herald
The Express
Plainville News
Bristol Press
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The E. Bartlett Barnes and Clarkson S. Barnes Families
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To Loren F. Ghiglione of Southbridge, Mass.

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ANPA Calendar

MARCH

ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force meeting
The Waldorf-Astoria, New York City, March 4

ANPA Management Development Workshop
Holiday Inn Lake Shore Drive, Chicago, March 4-8

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-7

ANPA Legal Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA/American Bar Association Task Force meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 7-8

ANPA Newspaper Quality Control Seminar-Letterpress
The Newspaper Center, Reston, Va., March 11-15

ANPA Conference for Newspaper Men and Women
Hotel del Coronado, San Diego, March 17-20

Strategic Planning Seminar, sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, March 24-28

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 25-29

APRIL

ANPA Industry Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., April 1-2

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., April 15-19

Managing People in the Circulation Department Workshop, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Holiday Inn Lake Shore Drive, Chicago, April 22-24

ANPA Newspaper Quality Control Seminar-Offset
The Newspaper Center, Reston, Va., April 29-May 3

MAY

ANPA Board of Directors meeting
Fontainebleau Hilton, Miami Beach, May 4

ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee meeting
Doral Hotel, Miami Beach, May 4

ANPA Human Resources Committee meeting
Miami Beach, May 5

ANPA Annual Convention
Fontainebleau Hilton, Miami Beach, May 6-8

ANPA Board of Directors/ANPA Foundation Trustees meetings
Fontainebleau Hilton, Miami Beach, May 8

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Holiday Inn Lake Shore Drive, Chicago, May 13-15

ANPA Foundation Newspaper in Education Committee meeting
Park Plaza Hotel, Toronto, May 14

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 13-17

ANPA Foundation NIE Conference
Park Plaza Hotel, Toronto, May 15-17

ANPA

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John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
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Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
George W. Wilson, Concord (N.H.) Monitor

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Rowe to be nominated to Board

Charles S. Rowe

The ANPA Nominating Committee has announced its intention to nominate Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., to become an ANPA director.

The nomination will be made at the Association's annual business meeting May 7 during the ANPA Convention in Miami Beach. Election will follow at that meeting.

Rowe, who will be nominated for a two-year term on the Board of Directors, is president of The Free Lance-Star Publishing Co., which also operates two Fredericksburg radio stations.

He is a director of the Southern Newspaper Publishers Association, first vice chairman of the Associated Press, a former president of the Associated Press Managing Editors Association, a former director of the American Society of Newspaper Editors, a former director of the Virginia Press Association and co-chairman of the Virginia State Bar-News Media Relations Committee.

Rowe is a trustee of Washington and Lee University in Lexington, Va., from which he received a bachelor's degree in 1947 and where he attended law school.

A member of the ANPA Government Affairs Committee since 1976, he is chairman of the committee's First Amendment/Freedom of Information working group. In that capacity, he has represented ANPA in testimony before several congressional committees.

Rowe would succeed Donald N. Soldwedel, president of Western Newspapers Inc., Yuma, Ariz. At the convention, Soldwedel will complete the normal eight-year tenure on the Board.

The Nominating Committee, headed by William C. Marcil, president and publisher of The Forum in Fargo, N.D., will renominate for a second year in their current officer positions Chairman and President Richard J.V. Johnson, president of the Houston Chronicle; Vice Chairman Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., Miami; Secretary K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass.; and Treasurer Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times.

Other members of the Nominating Committee are Edward W. Estlow, president and chief executive officer of Scripps-Howard, Cincinnati; Low; John Grey Montgomery, publisher of Montgomery Publications Inc., Junction City, Kan.; and Sulzberger. The Committee's planned nominations were approved by the Board in February.

Three directors whose two-year terms expire this year will be nominated for new terms. They are: Charles M. Meredith III, publisher of The Free Press in Quakertown, Pa.; Donald E. Newhouse, president and general manager of The Star-Ledger in Newark, N.J.; and Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc., Davenport, Iowa.

Helen K. Copley, chairman and chief executive officer of The Copley Press Inc. of La Jolla, Calif., will be nominated for an additional one-year term as director. Mrs. Copley serves as chairman and president of ANPA Foundation.

Marcil will serve as a director for another year in his capacity as immediate-past chairman and president of ANPA.

The terms of 12 other directors do not expire this year. They are: Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York; Charles T. Brumback, president and chief executive officer of Chicago Tribune Co.; William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Estlow; Jacques-G. Francoeur, president of UniMedia Inc., Montreal; Edwin L. Heminger, editor and publisher of The Courier in Findlay, Ohio; Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican; Montgomery; James M. Moroney Jr., chairman and chief executive officer of A.H. Belo Corp., Dallas; and George W. Wilson, publisher of the Concord (N.H.) Monitor. ☐

Jamaica's Seaga to address Convention

Edward Seaga

Vernon A. Walters

Henry A. Kissinger

Peter V. Ueberroth

For the third year in a row, a head of government will address the ANPA Convention. Prime Minister Edward Philip George Seaga of Jamaica will speak at the 99th Annual ANPA Convention at the Fontainebleau Hilton in Miami Beach May 6-8.

Also joining the previously announced lineup of Convention speakers [*presstime*, Feb. 1985, p. 54] are Vernon A. Walters, U.S. ambassador-designate to the United Nations; Henry A. Kissinger, former U.S. secretary of state; and Peter V. Ueberroth, commissioner of baseball.

Seaga will speak at the General Session on Latin America on Tuesday, May 7. (The heads of state who addressed the last two conventions were President Reagan in 1983 and then-Prime Minister Pierre Trudeau of Canada last year.)

Walters, a former U.S. ambassador, is tentatively scheduled to address the ANPA Luncheon on Wednesday.

Kissinger will speak at the ANPA Keynote Breakfast on Monday.

Ueberroth, who was president and chief executive officer of the Los Angeles Olympic Organizing Committee and is now commissioner of baseball, will speak at Tuesday's annual Associated Press luncheon. ☐

Directors readopt ANPA mission statement, objectives

The ANPA Board of Directors has reviewed and readopted the Association's existing mission statement and objectives. They are part of ANPA's strategic-planning process [presstime, April 1984, p. 76].

"The Directors, Officers, committees and staff now will use those objectives as guidelines for planning the Association's priorities, activities and budget for 1986," said ANPA Chairman and President Richard J.V. Johnson. "And we need member-newspaper executives who have suggestions for 1986 Association programs to submit those promptly to any of the Association's officers or committees."

As readopted by the Board, the ANPA's mission is: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

The objectives for carrying out the mission are:

- "To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- "To represent the newspaper business in dealings with the government, the courts and others
- "To assist newspapers in enhancing their operating effectiveness
- "To widely disseminate information to and about the newspaper business
- "To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business."

The strategic-planning schedule for 1986 has the following 1985 due dates:

- May 28—Committees and staff make general recommendations for possible new/amended strategies and actions for 1986 and forward them to the Executive Committee.
- June 10—Executive Committee reviews/ranks strategy and action recommendations and forwards them to the Board, committees and staff.
- Aug. 5—Committees and staff complete detailed strategies, actions, timetables and 1986 cost estimates.
- Aug. 27—Executive Committee receives/reviews/ranks the above and makes recommendations to the Board.
- Sept. 12—Board reviews, amends/approves the Executive Committee's recommendations and preliminary budget and forwards them to committees and staff for reaction.
- Nov. 6—Staff completes a 1986 draft budget based on the above.
- Nov. 12—Executive Committee reviews the draft budget and makes recommendations to the Board.
- Dec. 6—Board reviews/amends/adopts the 1986 budget. □

New member

CLARIN

Buenos Aires, Argentina (circulation 525,000). Ernestina Herrera de Noble, president and publisher. □

Association formally opposes agents' reporter impersonation

The ANPA Board of Directors has adopted a policy statement against government agents' posing as members of the press.

Approved by the Board at its Feb. 4-6 meeting, the statement is as follows:

"The American Newspaper Publishers Association believes that government agents should not pretend to be members of the working press or secretly join a news organization. Such impersonations undermine the newsgathering process because they create fear and suspicion among citizens who want and need to communicate sometimes in confidence to reporters whose duty it is to serve as watchdogs of the public interest."

The action was recommended by the ANPA Legal Affairs Committee in coordination with the ANPA Government Affairs Committee. It was prompted by several developments: legislation introduced in the senate during the last Congress to provide standards for Justice Department agents' posing as members of the media or infiltrating media organizations, new Internal Revenue Service guidelines for its agents on news media impersonation, and recent cases in which law enforcement officers misrepresented themselves as reporters [presstime, Oct. 1984, p. 16]. □

James succeeds Riley as assistant general counsel

Claudia M. James has been promoted to ANPA assistant general counsel.

She joined ANPA's legal staff in February 1983 after serving as legislative director to former Rep. Peter A. Peyser (D-N.Y.). Prior to that she practiced labor and administrative law with the Washington office of the New York City law firm Kirlin, Campbell & Keating.

A 1976 graduate of the Georgetown University Law Center, she received her bachelor's degree in government from Georgetown in 1973.

She succeeds Pamela J. Riley who resigned and plans to pursue her legal career in California. □

Industrial Engraving buys Easton property

The building in Easton, Pa., that housed ANPA's Research Institute has been sold to the Industrial Engraving Company of Easton for $350,000 cash. Industrial Engraving was a major supplier of photoengravings to the newspaper business. With the phase out of metal photoengraving, the company is now a major producer of computer components. Closing on the building is April 5.

ANPA in late 1983 consolidated its operations and moved its technical activities to The Newspaper Center in Reston. A Philippine newspaper company initially sought to purchase the Easton building but was unable to complete the purchase [presstime, May 1983, p. 65]. □

ANPA contributes to VDT education project

ANPA has contributed $20,000 to support the activities of a national coalition of manufacturers and users of video display terminals that will serve as a source of information on issues related to the use of the machines.

The ANPA Board of Directors approved the contribution at its February meeting.

There are about 15 associations and companies participating in the educational project, including IBM, AT&T, the American Insurance Association and the Air Transport Association. The as-yet-unnamed organization is expected to be located in either Washington, D.C. or New York City. □

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